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APR 2 1930

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXVII

NEW YORK, MARCH 29, 1930

No. 13

4 PRINTINGS — 90,000

THORNTON WILDER'S BEST BOOK
THE WOMAN OF ANDROS

1st PRINTING	(in advance of publ.)	30,000 Copies
2nd PRINTING	(publ. day Feb. 21)	20,000 Copies
3rd PRINTING	(March 10)	20,000 Copies
4th PRINTING	(March 21)	20,000 Copies
Total		<u>90,000 Copies</u>



- (1) "*Better than The Bridge of San Luis Rey*"—N. Y. TIMES
- (2) "*Wilder's best book.*"—NEW YORK HERALD TRIBUNE
- (3) "*A memorable piece of work.*"—CHICAGO DAILY TRIBUNE
- (4) "*A book of beauty all the way.*"—BOSTON HERALD

ALBERT & CHARLES BONI · NEW YORK

Ready April 3:

LOUISE JORDAN MILN'S

first novel with an all-Chinese cast

RICE

By the author of "Mr. Wu," "In a Shantung Garden," etc.

Mrs. Miln's great audience will welcome heartily this story of a Chinese peasant mother's love and sacrifice for her daughter, and the daughter's very human progress through a difficult life. This novel has been near to Mrs. Miln's heart since she first planned it six years ago. Of all her novels it has taken longest to grow and in it is to be found a warmth, a vividness, a human interest, greater than in any of her earlier stories. \$2.00.

—*The Autobiography of a Modern D'Artagnan*—

ADVENTURE

By Major-General, the Rt. Hon. J. E. B. SEELY

The straightforward story of an amazingly romantic life. General Seely tells his adventures—crowded with danger, daring and achievement—as sportsman, explorer, soldier (all through the Boer and World Wars) and statesman. *Richly illustrated from photographs.* \$3.50

Our Slogan—"Buy Your Books of Your Bookseller"

443 4th Ave. **FREDERICK A. STOKES COMPANY** New York

What we've all needed

... a real

LEADER!

There have been lots of good books this Spring. Plenty of steady sellers, a number of best-sellers. But what the whole season has needed has been one outstanding best-seller to put life into the whole trade... a big book, like *Cimarron*, with enough power to bring all kinds of customers eagerly into your store.

The "run" DID start on March 20th!

Then came *Cimarron*, and a run like the famous Run of '89 literally *did* start that day. Bookstore people from coast to coast wrote us glowing letters, predicting new sales heights... beyond *Show Boat*... beyond *So Big*. Every new report adds confirmation to these predictions and ample justification for this sweeping enthusiasm throughout the trade.

80,000 copies stocked the first day

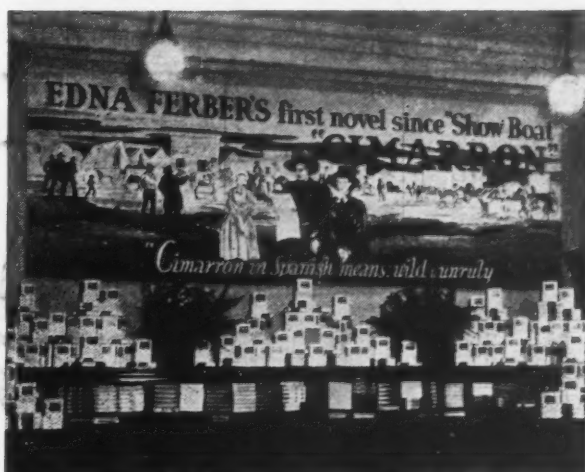
Those figures are eloquent of the trade's confidence in *Cimarron*. They testify to the strength of its leadership... just as do these hearty words, coming from New York and San Francisco, from New Bedford and Atlanta... East, West, North and South.

"A corker, a knockout, should go like a fire."

"My reaction is an order for 500 copies."

"Better than *So Big*."

Cimarron
by EDNA FERBER



Special store display at Marshall Field's — Chicago

"It has the color, the brilliance of a Southwest summer moon!"

"It ought to win her a second Pulitzer prize."

We have dozens like that. We can't reprint them all.

Have you watched the reviews?

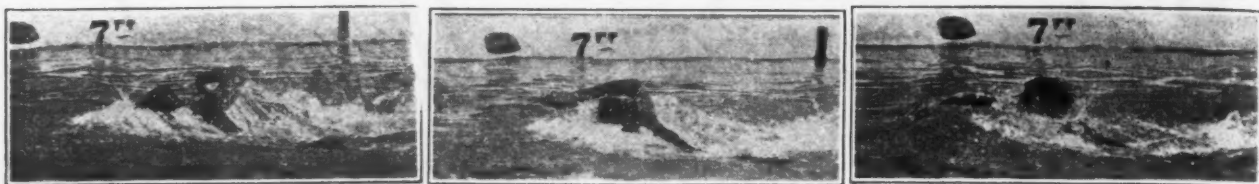
Isabel Paterson in the N. Y. *Herald-Tribune* says, "It goes bang! bang! bang!" F.P.A. calls it "the thrillingest stuff she ever wrote." The N. Y. *Times* says, "It is headlong in its story-telling fervor. This Yancey Cravat is by all odds the best of Miss Ferber's creations, and one of the most picturesque figures in the whole range of American fiction." Harry Hansen says:

"Amid the flood of depressing war books, CIMARRON is like a fresh wind sweeping across the sunlit prairie."

William Allen White, William Lyon Phelps, Walter Yust, William Soskin and many others are recommending *Cimarron*.

Here's your leader!—not only selling itself by the thousands, but drawing people into your store, stimulating your trade, selling other books for you.

**DOUBLEDAY,
DORAN**



SWIMMING THE AMERICAN CRAWL

By JOHNNY WEISSMULLER

Johnny Weissmuller has dominated the swimming game for the past eight years. His grace of style has brought him tremendous speed, and his tremendous speed has won for him almost every international record up to 440 yards. In this book he has told in an informal, conversational way everything he knows about swimming. With the aid of the motion picture camera he has illustrated his theories and made his book extremely interesting. "Swimming the American Crawl" is a book that will appeal to anyone who can swim. We advise you to stock it heavily. \$2.50. (April 9)

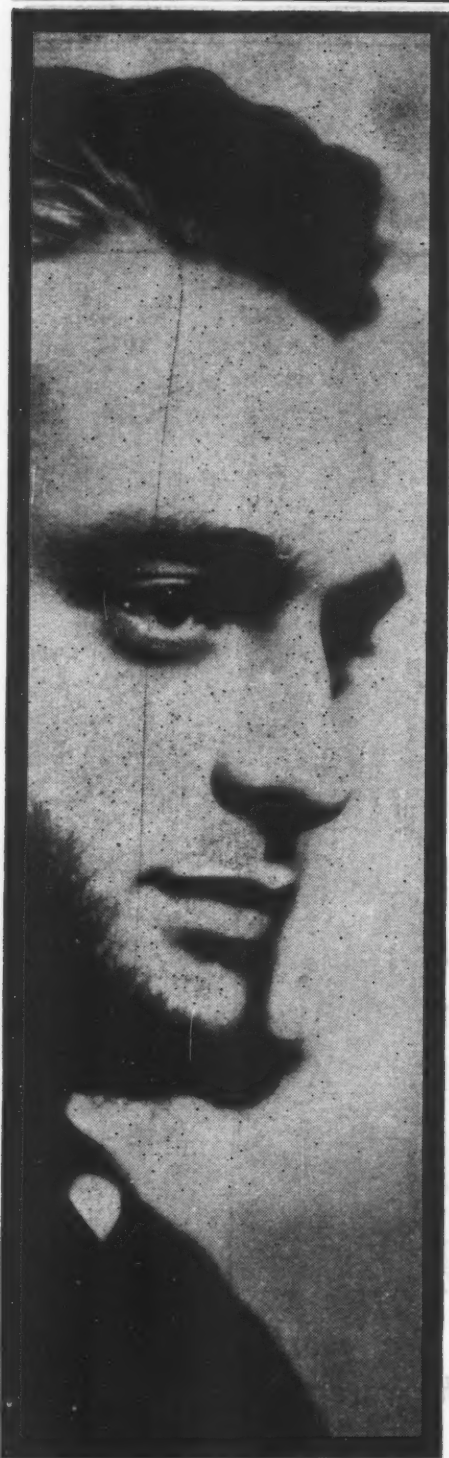
HOUGHTON MIFFLIN COMPANY





The swimming book of the year by the world's fastest swimmer, shown here ploughing through the water at top speed.





The Author of
"BLACK MAJESTY" *turns*
his magic to the Jungle!

Who can ever forget Christophe of "Black Majesty," that lonely and gloriously mad Emperor of Haiti? At a time when sensational books ascended and fell like skyrocketes it *stayed* a Best-Seller, supported by the heated enthusiasm of a vast army of readers and critics. Here was Adventure, rich color, and strange magic of a new sort. With one magnificent note an Audience was created.

His New Book

THE FOOLS' PARADE will take its readers on an adventure even stranger and to a land more mysterious, the cool, deep jungle of Africa. Five convicts escape from the most terrible prison in the world; Jimmy Croker, between dark and dawn, learns the Bulambo secret, and a negro king is lost between two worlds.

"In this strange and colorful collection of stories the reader feels that in Africa anything may prove to have life—the river, the jungle, the continent. This is the author of 'Black Majesty' at his best."—N. Y. EVENING POST

\$2.50 Just Published

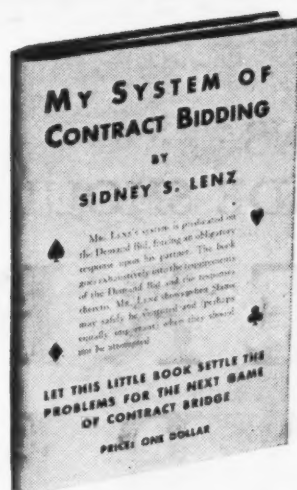
HARPER & BROTHERS

By
**John W.
 Vandercook**

AUTHOR OF "BLACK MAJESTY"

ILLUSTRATED BY
 MAHLON BLAINE

THE FOOLS'
PARADE



PUBLISHER GROWS INDISCREET OVER BOOK

THE QUESTION of what a publisher does with his spare time I can answer by saying "plays altogether too much bridge."

I do, and no matter what Alfred Adler says in the papers about the inferiority complexes of bridge players, I admit freely and openly here that I enjoy playing bridge hugely.

In fact, I shall go further, and say that in the past year I have learned to play pretty good bridge.

A few days ago (to continue in this modest vein) I returned from a vacation (i. e.—so-called spare time) where I played bridge on ten evenings, and won each time—practically paying for the vacation.

Here's where the book at the top of this page comes in. I had read it in manuscript on the train. I found a lot of people playing Contract Bridge, and playing for a penny a point who ought to have been playing for a tenth. They don't know that there's dynamite in Contract... a lot of fun, of course, but dynamite nevertheless. And they were all of them customers for Sid Lenz's new book on Contract. Had they read it, they would have made me pay for my own vacation.

Maybe other systems are better than Sidney Lenz's but I have found his works plenty well enough for me, and I'm going to stick to it. In fact we shall publish the book about May 1st.

The book will sell for a dollar (magical price and all that) and if you would like to have a little fun with me, tear out this page and put it away some place where it won't be lost, so you can send it back to me in about six months with a note to the effect: "and so you thought this book was going to go 50,000, did you?"

Richard L. Simon

**MY SYSTEM OF
CONTRACT BIDDING**
by **SIDNEY S. LENZ**



THE INNER SANCTUM of
SIMON and SCHUSTER
Publishers • 37 W. 57th St. • N. Y.

Among the reasons for the 50,000 possibilities

1. There are about 5,000,000 bridge players in the country, half of whom are interested in playing Contract.
2. About 1,000,000 now play Contract, almost all of them terribly.
3. Lenz's reputation has grown steadily for the past four years. While his previous books have been for advanced players, they have sold from 10,000 to 15,000 each. This is his first book for all Bridge players, beginners and experts alike.
4. The book is made pocket size, the owner is advised to take it along to bridge games for consultation between rubbers.
5. The price is \$1.00, yet it has the physical value alone of a \$1.50 book.
6. Lenz is (in my opinion, and of course I'm prejudiced, but see next week's ad.) the greatest Bridge Player in the world. Wilbur Whitehead calls him "without doubt the greatest card player the world has ever seen." He has won over 650 cups and medals in tournament play.
7. The Lenz system works.

10

REASONS

WHY THE RETAIL TRADE SHOULD BUY

MULBERRY
SQUARE

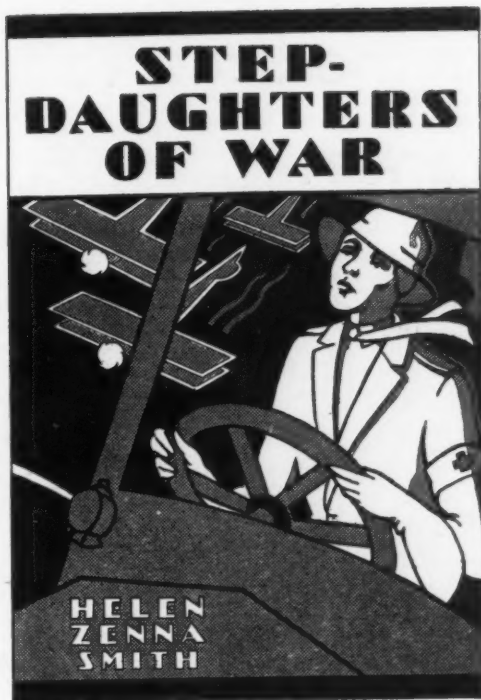
by LIDA LARRIMORE

1. It is one of the finest love stories ever written.
2. Tarpaper Palace—Lida Larrimore's first novel—had an excellent sale and pleased both the reading public and the trade.
3. Grossett & Dunlap report a ready sale for the recent cheap edition of Tarpaper Palace.
4. The Wagon and the Star—Lida Larrimore's second novel—doubled the sales of Tarpaper Palace.
5. The New York Times said in reviewing it: "A book that satisfies that tender mood that wants lightness and youth and beauty; that wants to be stirred by the heart-aches of love and its charm."
6. Mulberry Square is the best book Lida Larrimore has yet written. It has all the qualities of the Wagon and the Star with a more deeply human, more moving story and more loveable characters.
7. Its advance sale has been three times as great as the Wagon and the Star.
8. It will be extensively advertised in the leading newspapers.
9. In appearance MULBERRY SQUARE, through the attractiveness of its jacket, binding, and typography, will attract immediate attention.
10. There is a public eager for MULBERRY SQUARE!

*Publication April 14**Price \$2.00**Advance Copies Upon Request***MACRAE · SMITH · COMPANY**
PHILADELPHIA

**Twenty thousand copies of this book
have been sold before publication.**

**Publication
Date**



**A p r i l
First**

Price \$2.50

**Such an advance sale at this time may be
a sound indication of the sales value of this
book.**

**This book will sell not because it is a war
book or has a war background but because
it is a tremendous piece of realistic writing.**

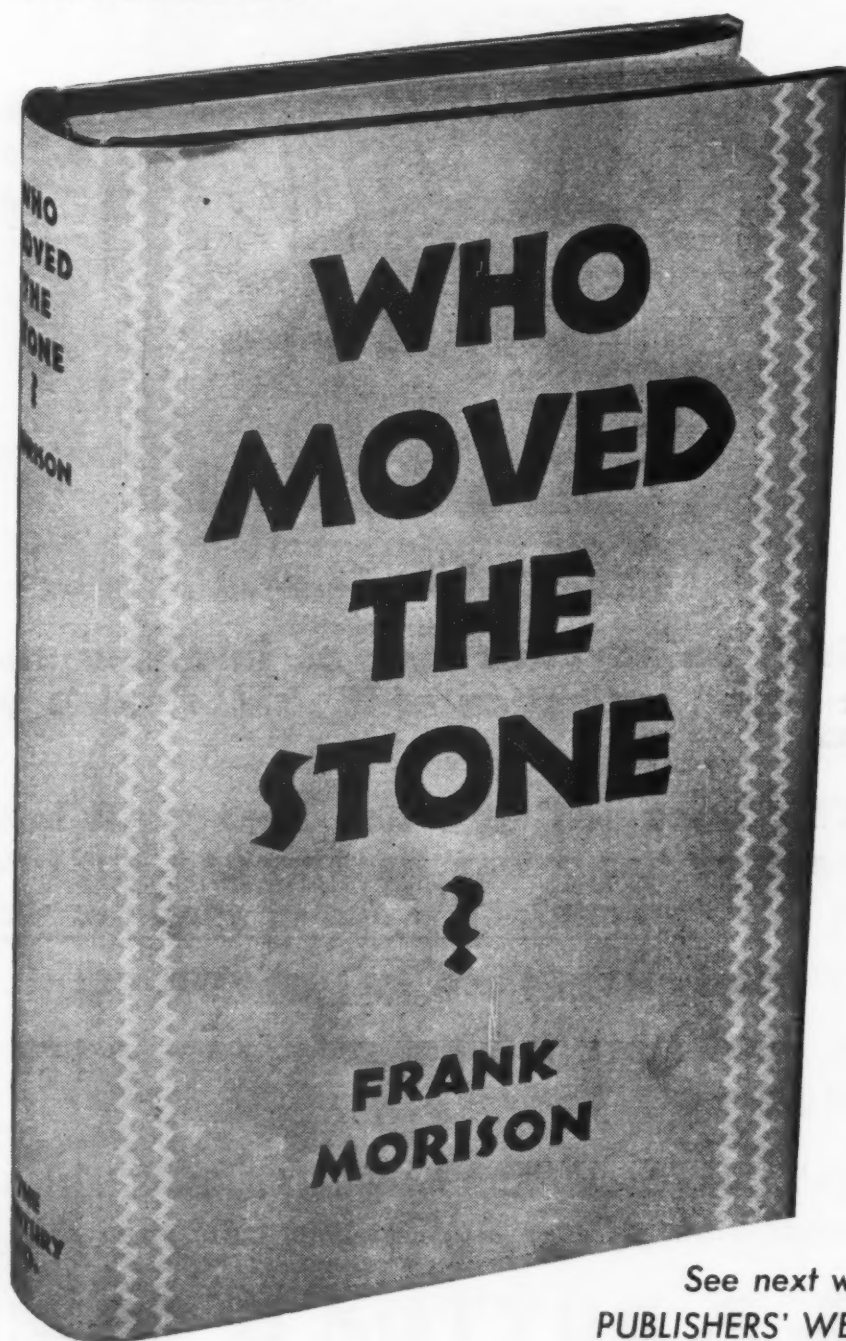
A good story, first, last and all the time.

**A good story is what most people are look-
ing for.**

*This is the book which has the largest advertising ap-
propriation of any Dutton book published this Spring.*

E. P. DUTTON & CO., INC.

S EVEN SCEPTICS
READ THIS BOOK...
and turned the last page with
reverence!



See next week's
PUBLISHERS' WEEKLY

353 Fourth Ave · THE CENTURY CO · New York



CHARLES J. FINGER
depicts the
SEVEN HORIZONS
of his extraordinary career

MAYFAIR

Imagine a boy of Mayfair—a kind of Fauntleroy child at the beginning, golden-haired, dressed in a gilt-buttoned suit of dark blue velvet, with a large-brimmed straw hat and silver buckled shining shoes...at the age of six thumbing his nose at Mayfair, which was Respectability, and at his dreary relatives who might have stepped out from the pages of

Dickens and Thackeray . . . shocking and annoying his schoolmaster



by being able to read without knowing the alphabet...strolling on Curzon Street with an uncle like Lord Salisbury... and surrounded

(Continued from preceding page)

with cautions and lectures on Perfect Behavior. That was Charles I. Finger's *first horizon*.



LONDON

The Second Horizon

The London of an eager young man whose family losses had thrown him on the world . . . who began to earn his bread with three jobs at once—in a railway freight office, as choirmaster of a little church, and as reader to a gentleman of wide culture and violent opinions.

YOUNG SOCIALISM

The Third Horizon

Still London, but now the London of William Morris, Cunningham Grahame and Bernard Shaw; of ideas and meetings in Trafalgar Square, where young Finger spent many an evening hearing dynamite praised as the magic cure-all.

SHIPBOARD

The Fourth Horizon

At Harwich the young adventurer



sold his bicycle and shipped aboard the *Ferdinand*, a sailing vessel, in search of that greatest experience in life; absolute self-reliance . . . found best by young Britishers on the sea. The fo'c'sle was filthy and stifling on this iron ship under the tropic sun. Those far, low cliffs were Tierra del Fuego. Northward lay Patagonia.



PATAGONIA

The Fifth Horizon

Alone in the dark on the Patagonian shore, young Finger stood, penniless, deserting the ship, his possessions all that he carried on his body. In that lawless land he became sheepherder, gold miner, hunter. He found the happiness of knowing himself among men too restless and individual for civilization.

AMERICA

The Sixth Horizon

Coming to America, a man no longer young, and with no business experience, but full of wisdom, he worked his way into

the control of a Southwestern railroad. The sixth stage left him scornful, however, of the shifting ethics of business and of leaders who thought to get by with dash and flourish, and who, above all, sought ease.



ALL'S WELL

The Seventh Horizon

A sort of uneasiness possessed him, "because life

seemed a dull performance if man did not live in touch with the beauty of the earth." He began to contribute to *Reedy's Mirror*. Congenial literary friendships followed. Suddenly Charles J. Finger found himself a writer. He moved into the Ozarks, built himself a house and settled down to live the life that his broad experience had taught him was the best. "That," he writes, "is my seventh horizon. I can expect no more than to march towards it, the gods helping, going on and on, never sitting down in despair to wail by the wayside."

SEVEN HORIZONS

by Charles J. Finger

TO BE PUBLISHED
APRIL 18th

Seven Horizons is the autobiographical romance of one of the most fascinating figures in American literature. It is compact with far-flung experiences and famous personalities. It belongs among the world's great books of self-revelation . . . as the intimate story of a man who found in life self-sufficiency without self-satisfaction. Its sales potentialities cannot be overestimated. List it now among your substantial spring items.

\$5.00



8 vo. A book of most impressive format.

DOUBLEDAY, DORAN

I am paying for this advertisement myself because

I want this voice to be heard— everywhere!

H. M. Stoops

I was raised in Idaho. As a boy there I learned the look and feel of Indian country. I saw many Indians and knew a few. Some were of the old breed that had lived in lodges, dreamed medicine-dreams, danced the Sun Dance and taken scalps. But all the others were of the dressed-up generation that Frank Linderman calls "Montgomery-Ward Indians."

Chance made me an illustrator and led me to New York. One day last autumn, a publisher who knew of my origin called up and asked, "Do you want to illustrate an Indian book?" I was interested but sceptical. I had read too many Indian books that were spurious—merely sensational, merely sentimental, the pale imaginings of a paleface.

Then I read the manuscript of "AMERICAN." Under the influence of its mighty rhythm, as insistent as the beat of an

Indian war drum, I knew that I would illustrate it. It had stirred me more deeply than any book I had found in ten years. Now I have read it six times. The making of these pictures became a labor of love, and an exercise in humility.

* * *

This is perhaps the one period of all time in which such a book as "AMERICAN" could be written and widely read.

We have only now shaken off the spell of the dime novelist and of the army propagandist whose vicious slogan was, "the only good Indian is a dead Indian."

And a few years hence there will be no man left of those few who knew the Indian as he really was.

Fortunate was the day in 1885 when Frank Linderman went out to Montana to be-



come cowboy, trapper and hunter. For more than forty years he has been a friend of the Indian tribes in that territory.

Linderman has got under the skin of the Indian. His is the first voice—I fear that it may be the last voice—that will ever be heard to speak with conviction about that whole civilization that is nearly gone now.

Linderman has published several good books before "AMERICAN." But this is an epic. It is not only his book; it is also the book of Plenty-coups, Chief of the Crow Nation, a chief great in war and in peace. Plenty-coups is now eighty-three years old. Out in Montana they say that he is clinging to life only that he may see this book—hold it in his hands, for he cannot read it—before he goes where he may "live again as men were intended to live."

For many weeks Linderman went day after day to see Plenty-coups and draw out of him the story of his life. Mostly they spoke through interpreters; often by sign language.

And when the tale was all told, Plenty-coups said to him:

"I am glad I have told you these things, Sign-Talker. You have felt



FRANK B.
LINDERMAN

my heart, and I have felt yours. I know you will tell only what I have said, that your writing will be straight like your tongue, and I sign your paper with my thumb so that your people and mine will know I told you the things you have written down."

* * *

Because I too have now "felt the heart" of Frank Linderman, but most of all because I want this voice of a vanishing American to be heard in every school, in every library, in every home wherever books are read, I contribute this advertisement.

Herbert M. Stoops

AMERICAN

The Life Story of a Great Indian

PUBLISHED APRIL 10—\$3.50

THE JOHN DAY COMPANY

"He's a rogue, Herries —a fantastic rogue"



This was the suspicion that had blown like a subtle poison through the valley... this the dark, evil legend which caused the countryside to gaze on him with a kind of morbid pride... to forget forever the Francis in his name and call him Rogue.

What had he done to create it? Been drunk once or twice, so he thought, kissed a girl or two, lost his temper on occasion—nothing definite, save that foolish affair with Alice Press.

What had he actually done? Sold his mistress for thirty pieces of silver at the Keswick Fair—settled his frightened family in a gloomy old house in a desolate valley in the North of England—duelled young Osbaldistone on a festive Christmas night—invited the entire countryside to his wedding feast and driven them from the house with blows—given his cloak to a beggar woman—fished a dead witch out of a stream and buried her in his garden.

It was within the power of only one to perceive that everything in his history—rebellion, outrage, ostracism, irony, sense of beauty—came from his own restless dissatisfaction, and that if his soul could be seen naked it would be a soul on its knees. Always he imagined more than he grasped, dreamed more than he realized... and there was a wild loneliness in his spirit that no one could reach.

1 1 1

The Herries pride was based on two magnificent foundations: England and Common Sense. When you said England you said Herries, and when you said Herries you said No Nonsense. Yet an odd strain was forever pushing up in every Herries generation. The strain of the

dreamer, the romanticist, the sigher for what was not, the rebel against facts. Rogue was the odd one, who reeled and caroused through the world that is, bitter with desire for the world that might be.

The rest of the Herries saw things plainly as they are. A road was a road to them, and a house a house. But Herries saw nothing as it was. Always something beyond the window that he had not, or once had, and would have again if he would wait long enough. Always, just beyond actuality, there was his breathtaking dream of a snow-white charger and a hill of ice.

"I've stuck in the mud here for thirty years," said Herries, "been given a contemptible name, done nothing whatever, save see the house drop over my head, married a wench from the road who doesn't love me . . . 'Tis as useless a life as a man can find and as pitiful, but I've had moments that others will never know, and 'tis by the height of your divining moments that life must be judged."

At last, when one love came to him of whose certainty he could not be shaken, he took off his hat and bowed to the fleecy feathers in the lake. "Life has a meaning," said Herries. "At last, at last it has a meaning . . . that one fine hour is enough."

* * *

Not even in *Hans Frost*, *Wintersmoon*, *The Cathedral*, or *Fortitude*, will you find such a vital, full-blooded, richly rounded character of a man. It is a new Walpole manner in a new Walpole scene. All of England is tumbled into it. It is a portrait of England through the character of Francis Herries.

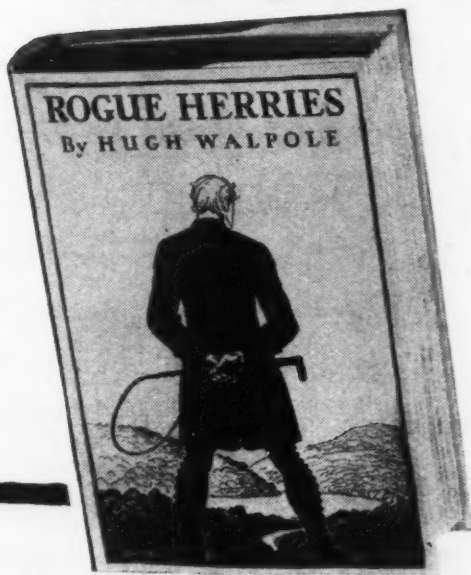
* * *

Rogue Herries should stride across America in sales just as, in story, he strides across the heart of England. The appearance of this book in the bookstores is perfectly timed to benefit from Mr. Walpole's extended lecture tour of this country, and appearances in debate with Thornton Wilder.

ROGUE HERRIES

... the GREATEST book by

HUGH WALPOLE



Sales Helps Free!

To help you in picturizing his greatest book to his hosts of admirers, we are offering special posters, displays, and booklets, rich in the glamour and dash of Herries himself. Write for information today.

A massive novel—536 pages long. Beautiful and impressive in format.

April 18th . . . \$2.50

DOUBLEDAY, DORAN

JOSEPH HERGESHEIMER'S

*New Novel*THE
PARTY DRESS

The Party Dress is without a single doubt one of the biggest potential sellers of the Spring. With an exceptionally large advertising campaign behind the book, the greatest publicity tie-up ever given a Hergesheimer book, striking window display material, and the publisher's implicit faith in its success, *The Party Dress* is destined to be a best best-seller.

What Sinclair Lewis did for *Main Street*, Joseph Hergesheimer has done for that typically American institution, the "country club" in this, his first modern novel since *Cytherea*. More particularly, it is an astute story of a modern love affair told from the woman's point of view. In presenting this picture of Nina Henry and her lover, Mr. Hergesheimer has written a striking story of the need for compromise which enters all of our lives.

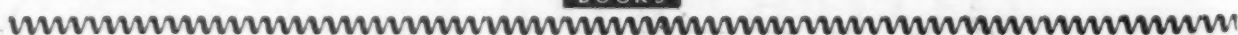
To be published April 11th, \$2.50

There will be a limited edition of 215 copies, printed on Borzoi all-rag paper, parchment back, with imported silver paper sides, stamped in silver with rough silver tops, set in Fournier type and boxed. All copies numbered and signed by the author. \$10.00

ALFRED · A · KNOFF



730 FIFTH AVE · N · Y ·



March 29, 1930

1753

TO BE PUBLISHED ON JUNE 6TH, 1930

*The Biography of One of America's
Most Distinguished Families*


The ADAMS
FAMILY

By JAMES TRUSLOW ADAMS

THIS famous author, who was awarded a Pulitzer Prize in 1921 for his "The Founding of New England", has now turned his pen to the biography of this great American family which produced, during four generations, two Presidents of the United States, a Minister to England, and the Henry Adams of "Education" fame.

We are tremendously enthusiastic about the sales possibilities of this biography and we shall spare no effort to make this one of the BIG books of 1930.

*Chosen by The Literary Guild of America
as its June Selection*

 Booksellers and Jobbers will receive an additional discount of 5% from the list price (20 cents per copy) on all copies ordered from us before September 1, 1930.

375 pages. With 8 illustrations. \$4.00

Boston LITTLE, BROWN & COMPANY Publishers

They called her "The Witch of Wall Street"



She once loaned \$4,500,000 to the City of New York. But she refused to pay a bill of 88 cents for horse medicine!

She avoided paying the State a resident tax of \$30,000 by living in cheap lodgings in Harlem, Brooklyn, and the Bowery, never owning a stick of furniture, and moving every 2 or 3 days. Yet she spent \$300 for beauty treatments!

She gave a 7-course dinner for nine at a cost of \$2.25...She moved \$25,000,000 in a taxicab...She insisted upon a receipt for 5 cents carfare...Between 1885 and 1916 her fortune grew from 26 million to between 67 and 100 millions!

Her life is an astounding revelation, of intense interest to the thousands who share her desire for money...to students of abnormal psychology...to the many middle-aged people who heard about this mystery-woman in their youth.

HETTY GREEN

The story of a woman who sacrificed everything to her passion for money...written by Boyden Sparkes and Samuel Taylor Moore.
To be published April 11th. \$5.00

Doubleday, Doran

WATCHING EUROPE GROW

A UNIQUE TRAVEL HISTORY OF EUROPE

By CORNELIA STRATTON PARKER

Author of *An American Idyll*, *Ports and Happy Places*, etc.

Choice of the Junior Literary Guild for May

A book that will hold young people spellbound, and make grown-ups envious. No one, young or old, who has ever taken a trip to Europe, or contemplated a trip to Europe, can fail to be captured by the ingenious adventures of an uncle, his niece and nephew, who do Europe as it did itself. They charter an airplane to go from place to place throughout Europe, living out the historical significance of each place they visit.

Who can imagine a more delightful fancy than these three starting off in Rome with the idea that it is the year 1 A. D., seeing Rome through the eyes of the early Christians? And ending up, after three months, as modern observers at the League of Nations?



Seeing Europe in its growth through history as well as its ever-changing panorama through travel is such a gorgeous new idea, Mrs. Parker has written about it in such a captivating manner, the 489 pages of this book are so richly illustrated, the bibliography is so extensive, that the possession of *Watching Europe Grow* will be a necessity as well as a treat.

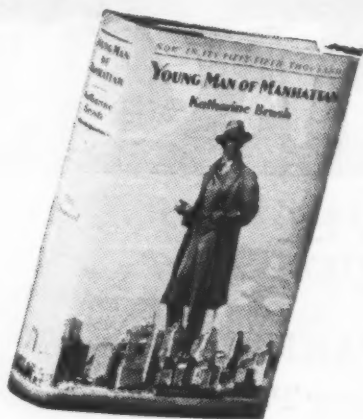


HORACE LIVERIGHT NY.
GOOD BOOKS

Ready May 1

\$4.00

Three Spring Leaders!



Leads them all!

According to the nation-wide tabulation of *Books of the Month*.



Will lead them all!

Starting March 28, it will climb right to the top.

LOYAL

April 25,
\$2.00, Net



LOVER

*Your third
Spring
Best Seller!*

By MARGARET WIDDEMER

author of RHINESTONES, etc.

FARRAR &

12 E. 41st Street



RINEHART

New York



*The author of RASPUTIN
has written an even more fascinating book*

THE POWER AND SECRET OF THE JESUITS

by RENÉ FÜLÖP-MILLER

A history, a biography, a story of civilization—and a true and unbiased account of the greatest secret society of all times . . . a life of Ignatius Loyola that is as exciting as the author's life of Rasputin . . . a history of the world for four hundred years that unrolls like a brilliantly directed motion picture . . . a story of culture, of exploration, of religion and art and philosophy and life.

A 240,000-word book . . . 143 illustrations . . . 544 pages . . . beautifully printed and bound . . . at the amazingly low price of \$5.00.

This volume has the unstinted praise of Catholics and non-Catholics alike and the acclaim of some of the greatest of European writers: Selma Lagerlof, Maurice Maeterlinck, Frank Thiess, Bruno Frank, Paul Claudel, Max Brod, Gerhart Hauptmann and Jacob Wassermann. To be published April 19th.

A LIBERAL EDUCATION IN ONE BOOK

18 East 48th Street THE VIKING PRESS New York City

Espionage!

By H. R. BERNDORFF

J U S T P U B L I S H E D

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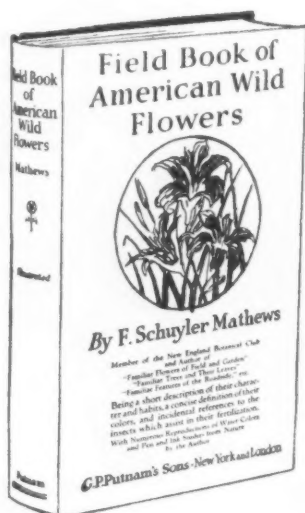
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, MARCH 29, 1930

The Task of the Publisher's Reader

Frank Swinnerton

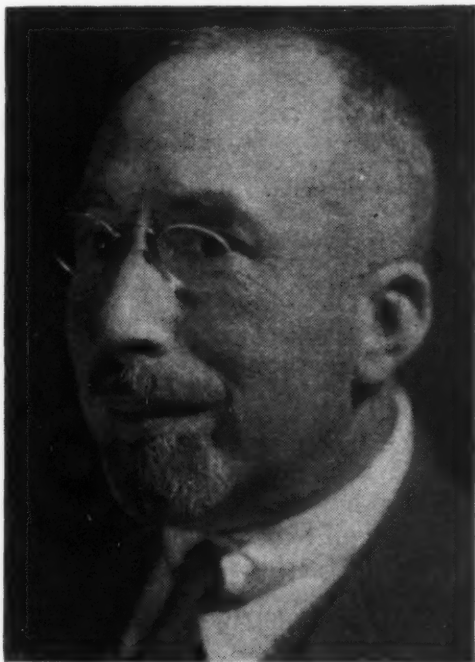
MOST men and women for some reason regard themselves as good judges of what they read. They are not content with the justifiable expression of personal preference; they say, instead, dogmatically, "Such-and-such a book is *Good*," or "Such-and-such a book is *Bad*." The habit is almost universal; and the only distinction between readers less and more literate is that the more literate are apt to give entirely specious quasi-aesthetic reasons for their likings and dislikings. Literateness is thus a snare. It leads some of the more ardent spirits into that mess which is known as book-reviewing; while for those in whom self-confidence has yet to be tempered by any experience at all it offers the lure of the publishing trade itself.

Ever since the War, accordingly, when publishing became a genteel profession, publishers have received innumerable applications from young men and young women who have sought leave to advise them as

to the kind of books they should publish. The applicants have all claimed a wide knowledge of modern literature. They have all claimed to have a great interest in books and authors. They have not felt

any doubt as to their advisory faculty. But not one of them, as far as my information goes, has professed to know anything whatever about publishing. Fatal error! For it shows extreme ignorance, and even unconscious impudence, upon the part of any applicant, to offer to decide, without practical experience of sales, costs, and the many considerations which must influence a publisher, what books should or should not be marketed. A love of books is by no means a sufficient preparation for the "reader's" task. Nor is an unlimited self-confidence.

The really good professional "reader" is a rare type. He



Mr. Swinnerton was himself once a reader, for Chatto and Windus. His remarks thus spring from a long and intimate knowledge of the profession

"may not, as unvalu'd persons do,
Carve for himself, for on his choice depends



Hewitt H. Howland was from 1900-25, editor and literary adviser of the Bobbs-Merrill Co. In 1925 he became editor of Century magazine and in 1929, editor of the Century Co. publications, associated with Lyman B. Sturgis. Mr. Howland still continues as editor of the Century Quarterly.



H. S. Latham, a director in the Macmillan Company, is in charge of general publications. Just returned from a two months' trip to Europe, he has brought back a number of promising manuscripts, including biographies, novels, and scientific writings, which will appear on future lists of the Company.

The safety and the health of the whole state;

And therefore must his choice be circumscrib'd

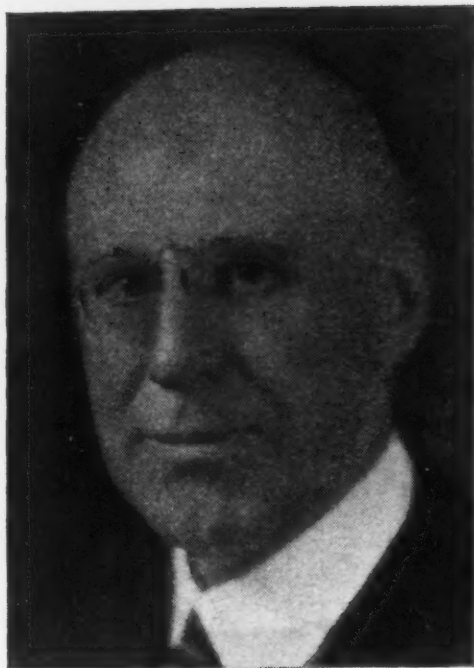
Unto the voice and yielding of that body Whereof he is the head."

Even the celebrated Doctor Johnson himself, after discussing with Boswell "the uncertainty of profit with which authors and booksellers engage in the publication of literary works," was forced by candor to add: "My judgement I have found is no certain rule as to the sale of a book."

That is to say, publishing is a business in which, from the publisher's point of view, the most important feature is the efficient selling of books to diverse and incalculable sections of the general public. As a consequence the professional reader's task is very different from that of the reviewer, and much less simple than that of the reviewer. The reviewer (in theory at least) is unaffected by any consideration but that of his responsibility for an impartial judgment. Some reviewers, it is true, are propagandists; and others are less scrupulous than they should be. They cannot always choose the books about

which they are to write, and it occasionally happens that they take a dislike to an author from the first page of his book, or that they take a liking to him at a dinner-party, and in either case are thereafter unable to judge his work with moderation. This sort of thing is called "human nature," and one cannot deny, after experience, that the reviewer's attitude to what may be called the raw material of his craft is often very human indeed. Hence the vagaries of printed criticism.

But the publisher's reader must have no vagaries. His prejudice must all be sunk when he takes up a manuscript. A dislike of the author must not influence him. Neither may he allow himself the satisfaction of refusing a book which attacks his idols. He must not have idols, in fact. He must combine enthusiasm with calm; caution with boldness. He must be patient, wary, shrewd; he must know something upon every subject; he must be acquainted with all literatures, and, preferably, with several languages. He must understand the booktrade, must have a very easy familiarity with the work of all living authors, so that he knows how they



To mention but a few of the Appleton authors under Rutger Blecher Jewett's editorship, there are Joseph C. Lincoln, Edith Wharton, Harold Bell Wright, André Maurois, Zona Gale, Susan Ertz, Bess Streeter Aldrich, Robert W. Chambers, Joseph A. Altsheler, G. Stanley Hall and Edgar Lee Masters.

are "ranked" by critics and how they are "rated" by the libraries. He must himself be a critic able to appreciate both the unfamiliar and the conventional. And he must never make a mistake.

He is expected to spot a best seller at sight, and to distinguish between work that is immature through excess of genius and work that is crude through congenital incapacity. He is to be a hack and an explorer, the brains of a publishing business and the anonymous and frequently ill-paid servant of his employers. At all times, in all circumstances, he should have his stethoscope pressed close to the heart of the public, so as to know when that heart jumps a beat. If it jumps a beat, or if the beat quickens or slackens, a change in literary fashion is imminent, and the professional reader must be ready to anticipate any change of fashion, and ready to discount mere fluctuations of pulse.

He must have the power to submit a clear and accurate précis of the book he has just read, and the skill to make his verdict upon that book convincing to any mind, however acute, however wandering. If his employer is a good publisher, the



Harry Maule was instrumental in bringing Selma Lagerlöf to Doubleday, Doran with her first great success in America, "Jerusalem." He is responsible for Doubleday, Doran publishing Stribling's first big success, "Teefallow," and also Mathilde Eiker's first literary success, "Over the Boatside."

report must be such—supposing the book to have any quality at all—as to catch the publisher's attention; if his employer is a bad publisher, even greater finesse is required. The reader does not authoritatively decide; he suggests a decision. The responsibility for a rejection is usually his: the responsibility for an acceptance will depend upon the ultimate success or failure of the book. The publisher takes all credit for a success; in the case of a failure he often calls for the reperusal of the report upon which acceptance was based. The report is likewise reperused if a rejected book achieves success in other hands. For any of these events the publisher's reader must be prepared. He must be the true philosopher.

Of course I am speaking of the ideal publisher's reader. But the ordinary, average publisher's reader, however young he may be, and however naturally impatient of all that does not conform to the views of his seat, must possess a number of the qualifications I have indicated. In the course of the day's work he will have to deal with a great variety of manuscripts. They will probably be presented to him



Edward Garnett, son of the late Dr. Richard Garnett, British Museum, is in Mr. Swinerton's estimation the most outstanding publisher's reader in England, where he has been the discoverer of more really good authors than any other man in the profession.



Ferris Greenslet of Houghton Mifflin Company, who has discerned the sales possibilities of such distinguished, but outwardly unpromising material, as "The Education of Henry Adams" and Ellis's "Dance of Life"; who persuaded Willa Cather to write her first novel; who "discovered" Oliver LaFarge.

in a morning pile, of which the topmost item may be a crime story, translated, from Austria, while the second is an essay upon the life and times of Clovis. There may follow a domestic novel by somebody who has not gone to the expense of having her work typed, and whose preference is for green ink and green ribbons. Manuscript four, perhaps, is another novel, but this time by a writer whose name is familiar. No. 5 is a poetic drama; No. 6 a particularly grimy-looking typescript (again fiction); No. 7 a very smart affair, fresh from the typist (still fiction). A book of travel, some poems, a half-dozen more novels—the pile quickly mounts, for the proportion of authors and would-be authors to the mass of population is in this country very high.

It will be seen at once that the number of typescripts is in itself formidable. It is. At the outside, the reader will find about five per cent of the unsolicited books worth a second opinion; not more than one per cent will be accepted for publication by his firm. Why? Let us take that short list of the books which I mentioned just now as possibly arriving simul-

taneously. The Austrian crime novel, for example: is it of any use? No matter whether the reader abhors crime novels or loves them he has not to spend his day in relishing the intricacies of a plot; and he must refrain from flinging the book aside with a sneer. His reading is applied reading. He must be the natural man, the critic, and the commercial gentleman, one by one and all together. The book, let us say, is written in a manner not altogether easy for English minds to follow. The police system described is peculiar. The author's attitude to various matters is Continental. But the crime is thorough-going; the mystery does at first attract the reader's mind. He is not excited, but he can imagine that those who are less sophisticated than himself might be excited. Is the book good enough, bad enough, too good, too slow, too improbable? Has the translator rendered essential terms accurately? Has he, as translators generally do, skipped the difficult passages? The book presents a dozen problems. It may take a morning to solve them all; it should take not more than an hour, reading included. In addition to his other character-



Herbert F. Jenkins, Vice-President and chief of the Editorial Department of Little, Brown & Company, who is credited with securing for his house Jeffery Farnol, A. S. M. Hutchinson, Thornton W. Burgess and Remarque's "All Quiet on the Western Front."



Photo by E. O. Hoppé

Eugene F. Saxton, whose discernment and energy have given so much flavor and variety to the Harper list during the past five years, had his first experience with Doubleday, Page and Co. (1910-1917), then with George H. Doran & Co. (1917-1925).

istics, the reader should be swift of eye and judgment; but he must know all about a book he reports upon.

The Life and Times of Clovis is the next typescript he finds in his pile. It is a long work. Just how original is it? Who is the author? What has he done before? The reader takes the script in his hand. It has a mouldy smell; parts of it are in handwriting; the rest has been typed at different times by different kinds of typewriting machines. The first impression, therefore, is bad. The book is probably a compilation. The author's preface, very spidery in handwriting, is difficult to read. Perhaps the whole thing has been written at the British Museum by somebody in red mittens? No, the spideriness of the writing is no guide at all. The author has a style. He refers to his study of such authorities as there are. The book is better than it looks at first sight. It must be examined with some care. If, after consideration, the reader thinks there may be a chance for such a book, he may suggest that the typescript should be submitted to a scholar. He will have to know what scholar. On the other hand,

as he reads, his instinct may tell him that the book will not do. He will read on a little further; he will glance through the remaining pages; he may continue reading for a time with slow patience. Although no expert upon this period of history, he has those essentials of good judgment—taste and experience—to guide him. Typescript No. 2 will be dealt with.

The green manuscript of the domestic novel will not long detain the reader. He will study it for a time, will observe its naïvetés, smile, flick through the pages, recognize the aged plot and situations; and will then write his brief report, doing thereby no injustice at all to the author, who, nevertheless, would be indignant if she could see how her script is treated.

The fourth manuscript, it will be remembered, is the work of a writer whose name is familiar. This book is a test of the reader's experience. At a glance, he will know whether the writer's previous work has had any value. He will recall the name of the publishers of the earlier books. He will note that the typescript has a slightly traveled appearance. In fact, failure will be written upon the type-

script. The bad reader will take in all these obvious details, and will be prejudiced; the good reader, while knowing all that is to be known about the externals of the script, will treat the book as virgin. He will know that on the whole a publisher will rather risk money upon an entirely new author than upon one who has tried and failed. He will bear in mind all the possibilities which may have led to a parting between author and previous publisher—a quarrel, a failure, some “difficulty” in the theme of the book, the author’s discontent with advertisement, sales, format, or stupidity on the part of the earlier publisher’s reader, any one of which reasons might account for the presence of the book upon his own desk. And, while bearing these matters in mind, he will read the book without thinking of the name upon the title-page. Having read it, he will again reassemble all his intuitions regarding the author and his past. It may be an anxious moment for both author and publisher’s reader. On the other hand, the reader’s brow may be quite clear, and his determination to refuse the typescript quite cold; for authors have a way of going to pieces about the third or fourth book—if they have not gone to pieces earlier—and if an author has gone to pieces no change of publisher will benefit him. What we used in war-time, to call “a change of heart” is needed. Sometimes only a change of air, or a change of theme.

So the day passes. So pass at least five days in every week. Interesting work, it may be said. True. But not work for the inexpert. That next typescript, for example. It opens well. The first half of it is excellent. Then, at first slowly, but with gathering swiftness, the book becomes ridiculous. The author, a beginner, has lost patience, or has deserted the personal history which she has set out to tell (perhaps with the object of relieving her over-loaded heart), and has stepped into absurdity. What is to be done? The reader knows that he can suggest revisions; but he knows that in nine cases out of ten a book revised by the author at the suggestion of the publisher returns to the reader worse than it was at first. Is the first half good enough to warrant the expense of so much time and trouble? If the time and trouble are taken—and they

are more often taken by publishers than the public could ever realize—will there be any result? Probably not; and yet quite a number of books have actually been re-written by publishers’ readers, and a few of them have become best sellers.

Bad spelling and bad grammar at one time used to bring about the rejection of manuscripts. That is not the case nowadays. But there are other defects for which the professional reader keeps a wary eye. Libel is one of them. He cannot be sure, in many cases, but he can suspect that the novelist has portrayed his or her enemies in a manner which might justify legal action. Plagiarism is another. The old *Athenaeum* once drew attention to the fact that about half of a new novel had been taken bodily from a novel by Grant Allen; and it is for this sort of thing upon a smaller scale that the reader must be alert. Some authors cannot resist the temptation to appropriate scenes from favorite books. Errors of detail must be watched for, such as the names of termini, the numbers of omnibus routes, and all those other unimportant matters which to some readers are fatal defects in a novel (vide periodical correspondences in the newspapers on “the mistakes of novelists”). Those of us who write novels know the many pitfalls; the beginner, who supplies the greater number of manuscripts to every publisher, is often quite reckless.

Typescripts arrive daily in the last stages of filth and decay. Breadcrumbs, boot-laces, long hairs, tobacco ash, and all sorts of other refuse will appear between the pages. Some pages will not open at all. Others will be out of order. Authors are fond, at times, of inserting loose leaves in a kind of cover which at a touch allows the pages to gush out over the floor in disarray. Other authors will bind their books elaborately in pigskin or morocco leather so that it is impossible to hold them in any comfort. Others, with pathetic care, will trim each page with scissors to hide the ravages of frequent readings and packings. They will enclose appealing letters, dealing with their domestic circumstances. Afterwards, they will become abusive, declaring that their books must have been rejected unread. They will try to see the reader—if they are women—in order to exercise their

dubious charm upon him. To the publisher's reader authors are a rather depressing class of people.

They are depressing, no doubt, to the reviewer also; but the reviewer sees only the finished products, whereas the reader sees the typescripts. He sees many thousands of typescripts—some of them appalling—which are not published. He cannot afford to be as inaccurate as reviewers frequently are. Nor as summary. His nose must never be in the air, for it is upon his advice that a publisher will build his list from year to year. And although it has been said that no publisher ever failed on account of the books he rejected, there are flourishing publishers today who owe a considerable part of their prosperity to the *flair* of the readers they have employed. These readers have known the best when they saw it—so much is easy to the real critic. They have known, or thought they knew, a best seller when they saw it—that is not so easy, even to the born publisher. And they have known and backed with their recommendation and encouragement every variety of literary promise; and this is the greatest service which they could possibly render either to the publisher or to the cause of modern literature. Such service could only be given by minds trained, patient, and extraordinarily perceptive. It calls for a special sort of courage, possessed by few men.

I am constrained to dwell upon this point because I have found that some members of the general public, having read a popular book, are ready to assert that

they would have advised publication of that book. In all probability they would have done no such thing. They have read it as a success; but the publisher's reader has read it as one manuscript in a pile of manuscripts. A very different thing. He has backed, not a certified winner, but his own judgment. By that judgment he must stand or fall.

How does he do this? By guesswork? I say, by his unique variety of genius. He has had, as a rule, a lengthy experience of the publishing trade. He has observed the sales of books published over the whole of the period of his experience. He has read widely, and has been alert to the form and pressure of the time. Being an extremely shrewd person, he has learned to disregard reviews and publishers' advertisements, except insofar as they communicate to his private understanding messages which he could never transmit to other and amateur observers. Taste, experience, and a subtle enjoyment of drudgery for the sake of its occasional rewards (purely spiritual, since he rarely experiences gratitude), go to form the publisher's reader. It is he who has "discovered" all our leading writers, and he who is "discovering" all those who are to be the leading writers of tomorrow.

But he himself remains perpetually "undiscovered," for he is generally anonymous, unseen, secret, a hidden god, who, so far from receiving acts of homage from us all, is forgotten in our rejoicings and remembered only as an object of rebuke in our hours of dismay and in our hours of disappointment.



The Department Store in the Book Business

Frank Stevens

PART I

THE department store book department has attained a definite place in the retail book business of America. It is the purpose of this article to give some of the salient features of department store operation so that members of the booktrade can see the inside workings of the stores. There are elements of both strength and weaknesses, but department stores know that a correction of the weaknesses will sacrifice the strength so the situation will not be changed in the next few years.

Profit Attitude Dominant

The first characteristic of a department store is that, above all management, of the urgent and necessary demand for net profits. This is the goal of business. It is the life blood of department stores. Some independent dealers can survive without making money on books if they can make it up in other ways. In a department store there is an imperative desire to have every department show a profit. There is never the recourse to "pollyannaism" by saying that it adds prestige to the store. This is sometimes done in stationery stores but not in department stores. After a controller puts every expense against a department it takes good management to show any profit.

Management Exact and Severe

With a clear understanding that a store is run for profit it is not hard for the observer to understand the exactness and severity of the management. Rules of budget and turnover have been found necessary to the profitable management of the store. They are enforced. It makes no difference whether a traveler's salesman does say a book will sell; if there is no available appropriation there is no purchase. If a book department sells about

1% of the total volume of the store it will not get more than 1% of the window display for the year. Often the management rules that small departments get no window display. Book publishers may not like it, but it is a fact. A book department manager knows how to merchandise a department without window displays. Advertising is expensive. Not over 2% is used for newspaper advertising. When this is used up, there is no more. The same applies to direct mail advertising. The total advertising expense seldom exceeds 3%

Buyer's Salaries and Activities

A buyer is the person in charge of the department. His position is similar to that of the manager of a chain store. The buyer's salary should not exceed 2% of the total volume of business done under his supervision. Large stores keep this salary down to 1% or less. In cities of 100,000 there are very few buyers in good stores who make less than \$4,000 a year. This means they must supervise \$200,000 worth of business or more. It is estimated that the retail book business of a city per capita is some \$1.50. This usually means that a buyer must buy for other departments as well as the book department in cities under a million people. Many times this other department is the stationery department, which does about twice as much business as the book department. In smaller cities there are often several departments in addition to the book department. This means that only rarely is a buyer a real book man. This fact means a great deal to the department. It is necessary for him to organize his department so that it will make money but not take too much time. Is it any wonder that popular priced popular copyrights and \$1.00 books are stocked so thoroughly?

Only a small proportion of the department stores are members of the A. B. A. This condition arises because department stores receive less benefit from an association, as not many buyers can attend the meetings. This is to be regretted.

Department Stores Not Parasites

With the situation as it is, it will be easy for the bookshop owner to say that department stores just skim the cream of the business and do nothing for the trade. They do one great thing. All department stores always pay their bills when due and are thus an important factor in stabilizing the book publishers' financing.

Many Shoppers

Christopher Morley in "Where the Blue Begins" has one of his characters say "Shopping is a female paradise." Anyone who has worked in a department store knows this to be only too true. If it were not for this department stores would be doomed. Every day large numbers of women wander through every department store. Many have no intention of buying. Others come after a small article and while in the store "just look around." Department store architects plan the buildings with this in mind. Wide aisles—no partitions—low counters—all are for the shopper. Shoppers do not pass up the book department. They pass through it. It takes a good display to stop them. If they see something they want, they buy. A large proportion of the sales are of a single volume made to people who had no intention of buying a book.

Charge Accounts

A large successful department store has an enormous list of charge accounts. In a city of 250,000 it will number some 50,000. Not all of these will buy every month but out of the 50,000 it will not be unusual to send 15,000 statements indicating 15,000 people charged some thing during the month. This large group of people of means makes a ready market for the book department. In addition to the large charge account list, there is another large group of customers—the cash customers. Altogether the department store has an excellent opportunity that does not present itself to many bookstores. A department store department can do a fair volume of business even if inefficient. An

independent store can't be inefficient and do as well. This might account for the lack of intelligent direction of the book department in many department stores.

Assistants Not Very Well Paid

One problem of the department store is that in many book departments it is not possible to pay salaries sufficient to get capable salesmen. Instead, it is necessary to take on girls at a low salary and train them. Why? We shall take a 7% ratio of sales salaries to sales as being a fair percentage. Due to the fact that it takes so long for women to decide on a 50c book it is often not possible to pay over \$65 a month for a clerk. If the buying habits of customers would change, then girls in stores could get more money. A bookstore does not have the same problem because usually there are enough men buying, too, to make the sales average higher and made decisions much quicker. This is not a bit of cynicism—it is a fact recognized by all department store employment managers and the general management.

Can't Be Too High-Brow

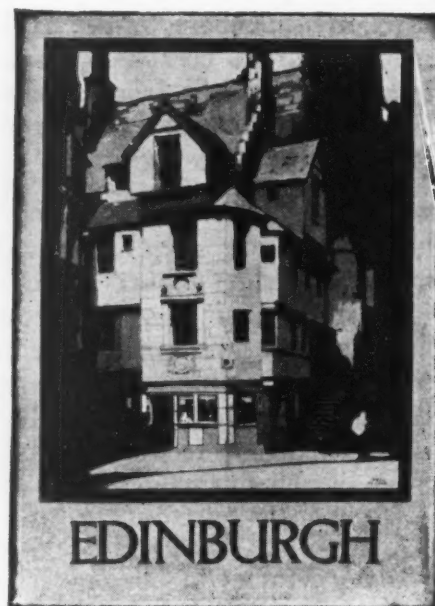
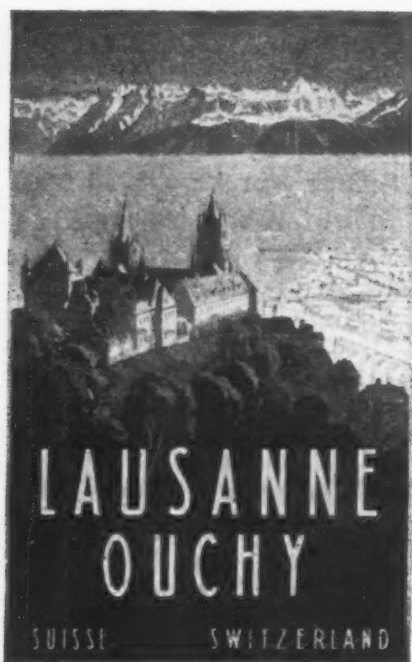
A department store can't be too high-brow. A store has a large investment. It is necessary for a large steady volume of business to pay the overhead. So far as I know there is only one department store in the country that appeals *only* to the more exclusive trade. It is Saks' Fifth Avenue store. A book department, therefore, can not make an exclusive appeal or it will be out of step with the rest of the store. If it were, it would be unprofitable. In the small personal shop it is often the best policy to carry only books of literary merit. This policy would be suicide in a department store.

Few Men in Department Stores

Men, as a rule, do not like to shop in department stores. Men like quick service. Women love to shop. Men, also, are the large buyers of books. The average department store does not get the trade of the men who are habitual buyers. It can of a few, but only a few. This condition works against the book departments.

This covers some of the facts about a department store. Another article will show some of the results.

(To be continued next week)



Some New Guide Books

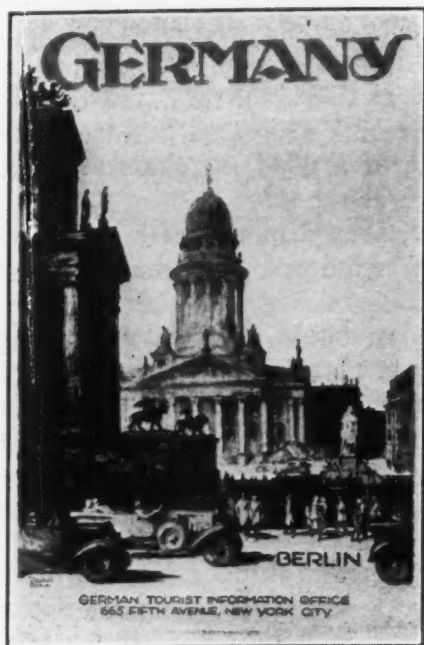
Jeannette Roman

SPRING fever and Wanderlust are practically synonymous. The question is no longer, "Do you want to travel? And do you want to see things?" but "Where do you want to go? And what do you want to see?" And the answer to all that is in a lot of new guide books that are being offered as cures for our perennial ailment.

There are first the good old series that has had a long-standing reputation for helping the bewildered and awed American in foreign lands. For years they have given advice about all things, from the opening and closing hours of museums and churches to the address of the only place in town where one could get chicken and waffles. This month we have for publication from Houghton Mifflin and Co., a new edition of the "Satchel Guide to Europe," by W. J. Rolfe, revised and enlarged by W. D. Crockett, who has published on his own account "Satchel Guides to Spain and Portugal." Miss Clara E. Laughlin has added to her popular series: "So You're Going to Germany and Austria," and has just revised her "So You're Going to France," and "So You're Going to Paris." So you're going to be caught one way or another. Funk and Wagnalls in

a book called "Seeing England and Scotland" are publishing the fifth volume in a series of travel books by E. M. Newman. He has written in the past "Seeing Germany" which was the first travel book about that country to appear after the war. Others in the series include: "Seeing Italy," "Seeing Russia," and "Seeing Egypt and the Holy Land." This month also the 1930 "Guide through Great Britain and Ireland" is being published by H. W. Wilson. Another series to be enlarged is the "Little Guide Series," published by McBride, including now "Venice" by I. M. Beardsley and "Brittany" by S. Baring-Gould.

Since last August Baring-Gould has also published with Dutton and Co., "A Book on the Riviera," a description and history of the French and part of the Italian Riviera. Early in the fall appeared the 1929 edition of the Baedeker Guide Books on "Central Italy and Rome," published by Scribner's. At the same time Macmillan put out some new Findlay Muirhead editions: "Scotland," "Short Guide to London" (second edition); "London and Its Environs" (third edition); and "Southern Spain and Portugal" which includes also a guide through the Canary Islands and the



These travel posters from the National Association of Book Publishers, by courtesy of the Foreign Railway Companies, ought to emphasize that Wanderlust from which people suffer in the spring. With these attractions in bookshop windows the demand for books on travel, where to go, how, etc., could be supplied with such suggested and complementary guide books as Clara E. Laughlin's "So You're Going to Germany and Austria," Houghton Mifflin, Funk & Wagnall's "Seeing England and Scotland" by E. M. Newman, or "Things Seen in Belgium" by Clive Holland," Dutton. Requests for these posters should be addressed to the N.A.B.P.

Azores. As for France, it is thoroughly covered for the traveler by Macmillan's new Findlay Muirhead and Marcel Monmarché editions which include guides through "Brittany" (second edition), "The French Alps" (second edition), "Normandy," "Paris and its Environs," "Southern France," and "Belgium and the Luxembourg" (third edition).

Besides these series there are some single guide books which offer assistance to travelers in all parts of Europe. "The Country Round Paris" by Edmund Pilon, an illustrated guide book, has been published by Hale, Cushman and Flint in Boston

within the last two months. To be published this month are three other guides to three different parts of the continent: R. M. McBride's "Towns and People of Modern Germany" (revised edition), Clive Holland's "Things Seen in Belgium," published by Dutton and Co., and finally a guide through the "Hill Towns of Italy" by E. R. William, Jr., published by Houghton Mifflin and Co.

All these books written in popular form as far as this is possible, furnish material which is not only valuable as preparation for a Continental tour but which will prove indispensable during the trip itself.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leypoldt

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March 29, 1930

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

The Three Puzzling Months

WE have been reading with interest an editorial in the April 1st issue of the *Retail Bookseller*, on "A Serious Trade Problem," and want to add our emphasis to the point which it makes. The editorial is a discussion of the downward curve of retail sales in the second quarter of the year, April, May and June.

Undoubtedly the retail booksellers have come to look on Spring as a difficult time. The very fact that the trade has come to accept Spring as a difficult season makes merchants the less successful and less energetic. Many booksellers name May as the poorest month of the year. Is there anything that can be done to improve things? Perhaps an analysis of the general situation may in itself be a help.

The down curve of gross sales begins in April, when the urge of the outdoors gets stronger and stronger. Open season does not wait for April in the South and in California. But it does in the northern states, and the trade gets the idea that it is impossible to capture people by a book when they are on the way to the country. To a certain extent, this is the case, and it will not help matters to say: "It would be fine if we had as much business in April as in November." Probably this will never

be the case. But a ten per cent improvement, if we could get it, would help matters. Rent and overhead in Spring still proceed at the usual rate, and complete acceptance of a decreased business is not the attitude of a good merchant. What is to be done about it?

First, keep displays fresh and attractive, in the windows, on the counters and shelves.

Display books that have news interest and place them advantageously in rotation so that visitors will realize that there is a reason for continued visits to the store.

Increase the pressure of advertising by circulars and catalogs emphasizing the special interest of customers.

Play up the outdoor interest of old and young, garden books, camping books, golf, tennis, automobiling, etc.

Keep the foreign travel interest in mind. The heavy traffic to Europe begins in June.

Do something new and effective in the display of graduation books. This outlet is growing each year, but has not yet reached its full possibilities by any means.

Be ready to play up camp and summer reading as soon as June comes.

Buy for quick turnover, but continue to buy, because fresh stock and fresh arrivals on the counter give the store the appearance of new life.

Provide front space for the popular-priced series, as people buying for summer reading use these books in quantity.

Call store meetings on this whole problem and bring out last year's figure and give each department and each salesman a quota with the intention of bettering the showing made last year.

There is no easy way and no sure way to take the down curve out of this quarter of the year, but good merchandising can keep the curve up several points, and in another year still further gains can be made.

Petty Copyright Theft

BOOK publishers, if they find piracy, usually do not have difficulty in putting a stop to the infringement, but in New York City the owners of words to popular songs have found it extremely difficult to stop the petty theft which is carried on by songsheet pirates. Fly-by-night printing offices take down the words of popular songs, print them on broadsides

and send men out into the streets to sell them. The publishers are endeavoring to get a state law that will back up the national law and to get support from the city police to stop the traffic.

Price Cutting Decreases Sales

THE study of price cutting made by the Federal Trade Commission recently has special interest to the booktrade. Through this study the Commission was trying to ascertain whether manufacturers got larger output when their goods were sold at cut prices. Out of 849 manufacturers interviewed, less than 6% stated that price cutting had increased their sales volume; nearly 38 stated definitely that price cutting actually decreased their total volume. Some makers of goods have theorized that as long as they got their wholesale price there was nothing to worry about, but the experience of these manufacturers proves that the reverse is true. The prestige of the goods is decreased by price cutting, customers begin to think that quality has been cut, and retailers lose their interest and turn their attention to other things.

More Demand for Fair Prices

A RECENT hearing on the Fair Trade Bill has indicated what a wide support the plan for some such legislation has now created. Practically the only opposition was from the National Retail Dry Goods Association and most of the speaking seems to have been done by a small group. One of the comments was that the bill would raise the cost of living to the consumer. This hardly seems likely to be the case. It seems clear in most industries that large consumption depends on wide distribution, and predatory price cutting, that is, price cutting as a bait to bring people into the store or into the town, does not actually increase the amount of merchandise sold but, by decreasing the distribution, may cut down the actual possibilities of the market. A contract which would make price maintenance possible would be very simple, easily worked and inexpensive. That the idea has national support is indicated by the fact that 1,200 local, state and national organizations of retailers of all industries are supporting the bill,

headed by such countrywide groups as the National Association of Retail Druggists, the National Association of Retail Grocers, American National Retail Jewelers Association and, of course, the American Booksellers' Association.

The New Planet

WHEN the newspapers throughout the country agreed that the story of the discovery of a new planet was the outstanding news of the day there came from Flagstaff, Ariz., where the discovery was made, a story of Clyde Tombaugh, the young photographer and telescope technician who was the first man to see the new planet. "Excited," he said, "I should say so. You know, I am not a real astronomer, guess you couldn't call me one at all. I am most interested in stars and have been all my life. When I was a kid back on the farm in Kansas an uncle used to tell me about the stars. Then I got all the books about stars and the skies that I could find. One day last fall I just decided I was going to do what I wanted to do most in the world. So I just wrote to the Lowell Observatory and asked for a job and they put me to work where I took the picture which revealed the new planet."

A display of books on astronomy connected with the newspaper articles on this great event would arouse the reading interests of other Tombaughes.

As to Publishers' Advertising

LAST year the discussion of the publisher as an advertiser grew very warm in England when a group of specialists called the "Incorporated Society of Advertising Consultants" stepped forward to make a sarcastic attack on the efficiency of publishers' display copy. This question was rather thoroughly thrashed out in the pages of the house organ known as *Constable's Monthly*, and the material there printed has now been issued by Constable & Company, Ltd., of London, in a paper bound book at 2s. 6d. The whole discussion is well worth reading by those who are interested in the theory and practice of display advertising for books. Our feeling would be that these articles must have been written by Michael Sadleir of the editorial department of Constable's.

Text of Smoot Amendment

*The Result of the Senate Censorship Debate on March 17th and 18th
Customs Officials May Seize Questioned Books But Final Decisions
as to the Character of Said Books Rests With the District Court of
the Locality at Which the Seizure Takes Place*

THE Smoot amendment as modified reads:

(a) Prohibition of Importation— all persons are prohibited from importing into the United States from any foreign country any book, pamphlet, paper, writing, advertisement, circular, print, picture or drawing containing any matter advocating or urging treason or insurrection against the United States or forcible resistance to any law of the United States, or containing any threat to take the life of or inflict bodily harm upon any person in the United States, or any obscene book, pamphlet,

No such articles, whether imported separately or contained in packages with other goods entitled to entry, shall be admitted to entry, and all such articles, and, unless it appears to the satisfaction of the collector that the obscene articles contained in the package were enclosed therein without the knowledge or consent of the importer, owner, agent or consignee, the entire contents of the package in which such articles are contained shall be subject to seizure and forfeiture as hereinafter provided. . . .

Provided further, That the Secretary of the Treasury may, in his discretion, admit the so-called classics or books of recognized and established literary or scientific merit, but may, in his discretion, admit such classics or books only when imported for non-commercial purposes.

Upon the appearance of any such book or matter at any customs office, the same shall be seized and held by the collector to await the judgment of the district court as hereinafter provided, and no protest shall be taken to the United States Customs Court for the decision of the collector. Upon the seizure of such book or matter

the collector shall transmit information thereof to the District Attorney of the district in which is situated the office at which such seizure has taken place, who shall institute proceedings in the district court for the forfeiture, confiscation and destruction of the book or matter seized.

Upon the adjudication that such book or matter thus seized is of the character the entry of which is by this section prohibited, it shall be ordered destroyed and shall be destroyed. Upon adjudication that such book or matter thus seized is not of the character the entry of which by this section is prohibited, it shall not be excluded from entry under the provisions of the section.

In any such proceeding any party in interest may upon demand have the facts at issue determined by a jury, and any party may have an appeal or the right of review as in the case of ordinary actions or suits.

(b) Penalty on Government Officers: Any officer, agent, or employee of the Government of the United States who shall knowingly aid or abet any person engaged in any violation of any of the provisions of law prohibiting importing, advertising, dealing in, exhibiting, or sending or receiving by mail obscene or indecent publications or representations, or books, pamphlets, papers, writings, advertisements, circulars, prints, pictures, or drawings containing any matter advocating or urging treason, insurrection, or forcible resistance to any law of the United States or containing any threat to take the life of or inflict bodily harm upon any person in the United States, . . . shall be deemed guilty of a misdemeanor, and shall for every offense be punishable by a fine of not more than \$5,000, or by imprisonment at hard labor for not more than ten years, or both.

Give a Book to the White House Library

A MONTH hence, the arrangements will be finally completed for the presentation of a "home library" of 500 books to the White House at Washington. Booksellers throughout the entire United States are subscribing a book apiece, 500 volumes being the limit set. This will be the culmination of a plan that was shaped last year. The American booktrade will express its interest in home libraries and the development of the library idea by seeing that a permanent collection of books is part of the White House equipment.

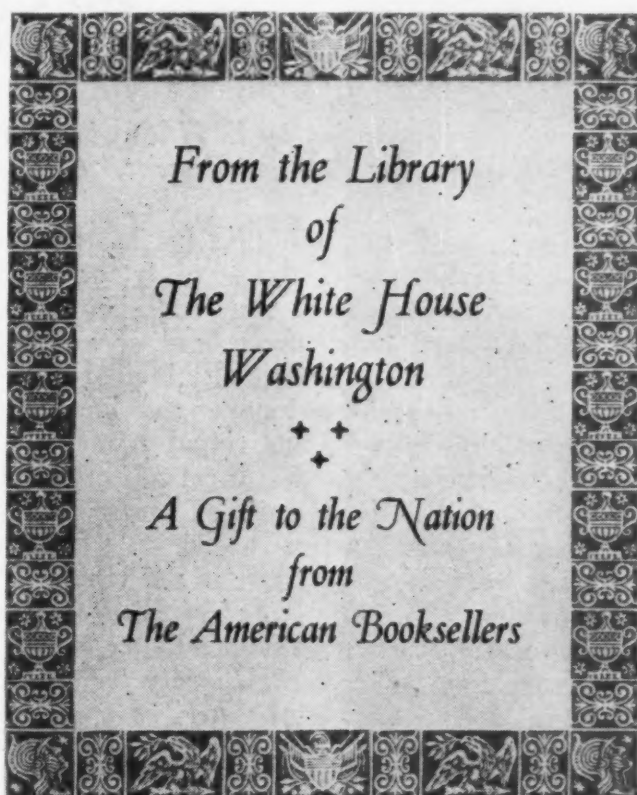
Each book will have in it the book-plate designed by D. B. Updike at the Merrymount Press and inside the back cover a small label with the words of presentation and each individual donor's name and city, whether the donor be a bookstore or an individual. A committee of ten has been at work for some months preparing a suitable list of books, and within a few days the list will be in print and copies sent out to contributors and to the press. The idea has been to make this a library for personal enjoyment, not a reference library, and books covering the many fields of literature have been selected.

It would seem at first thought curious

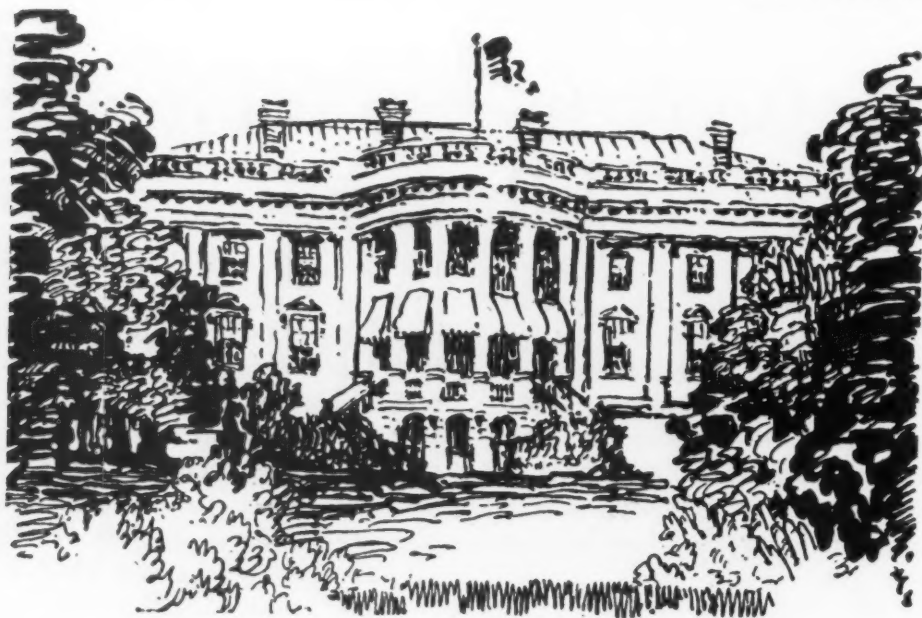
that the First Home of the Land should be without a "home library" in a country which is making so much of libraries, and where home collections are so universal. But the equipment in the White House has never included such a collection. The omission came to the

attention last March of a San Francisco bookseller, John Howell, through conversation with Douglas Watson who was at the White House on the day of the last inauguration. On the evening after the ceremony, two or three members of the Hoover family looked around for reading matter, and no books were at hand. President Hoover, of course, has a notable collection of books at his home, and other Presidents have been great lovers of reading, but no books are in the White House when a president and his

family move in. On hearing of this, Mr. Howell suggested that the booksellers in America, not only members of the American Booksellers' Association East or West, but booksellers of any shop, or assistants in any shop, should present a finely varied collection in currently available editions for White House shelves. After the idea had been talked over at the Convention of Western Booksellers at San Francisco and by Eastern booksellers at



Book-plate designed for this library by D. B. Updike. The border, in color, is one of the earliest type ornaments produced in this country, having been made just after the War of 1812



The White House, an illustration by E. H. Suydam for Charles Moore's "Washington: Past and Present," Century Co.

Boston and enthusiastically endorsed, the editor of *The Publishers' Weekly* was asked to organize the plan and to work out some practical scheme of selecting and collecting the books.

A letter from President Hoover brought cordial approval of the idea for himself and future occupants of the White House.

The first thing to do was to make a list of books and Mr. Melcher organized a Committee of Ten to bring to this important task varying expert points of view. Two librarians have cordially cooperated: Nathan Van Patten, librarian of Mr. Hoover's university, Stanford, and George B. Utley, librarian of the Newberry Library of Chicago and formerly executive secretary of the American Library Association. Alice Roosevelt Longworth gave her cordial support to the plan and most valuable ideas and comments, as did Honorable Ruth B. Pratt, member of Congress from New York and a lover of books; Professor Addison Hibbard, Department of English of the University of North Carolina gave comments from his wide knowledge of Southern literature; Gilbert Grosvenor, head of the National Geographic Society was especially helpful on books of travel and adventure. John C. Eckel supplied the point of view of a private collector as did Douglas S. Watson, who first suggested the idea. The Chairman added his bookseller's experience, as did John Howell of San Francisco.

This list has just been completed and is almost ready for distribution.

Any bookshop, book department, department head or individual book salesman is cordially invited to be one of the individual donors, and have the shop's name or an individual name put in the book in this historical collection. The number of donors must of course be limited to 500—and it is hoped that this will represent every State in the Union.

Subscriptions in amounts suggested below should at once be sent to the Committee on the Library for the White House, Frederic Melcher, chairman, 62 West 45th Street, New York City. All the books will be purchased by the chairman and the book-plates and the labels with names of donors will be carefully put in for shipment to Washington. Donors are asked to send either two or three dollars as they wish; three dollars will put the name in an octavo and two dollars in a twelvemo. This will also cover with the cost of handling the library project, the book-plates, letters etc. Either gift will be equally important to the library. If the donor will allow the Chairman to assign the books to be given, the plan can be carried out most expeditiously in that way. If the donor would prefer to suggest which of the 500 books he would like to give and would give the Chairman a few options that can be arranged, on request the list of selected books will be sent.

April Publicity

IF all the world is very solemn when it awakes on April 1st, it will not be for long, because Brewer and Warren will publish the most hilarious tome since "Peter Arno's Parade." Of course, this "Seductio ad Absurdum" is an important contribution to modern sociology and all that, but booksellers will be cautious in placing their displays near soft divans and comfortable chairs, for, if customers are still able to stand after looking at the jacket, the sentiment from an Old Prayer on the first page is certain to reduce the most sturdy to at least a sitting posture. It is a book that must be merchandized with care.

The publicity campaign preceding publication has been studiously in keeping with the tempo of "Seductio ad Absurdum." Tinted post-cards were imported as illustrated announcements to columnists and literary editors, of the impending publication. A series of formal-sized announcement cards are being mailed to booksellers, one of the most captious reading, "For the first time a treatise on seduction designed to meet the needs of the layman. The art of seduction is explained in lucid language which everyone will understand." Then, for the bookseller who is solicitous in seeing to it that his customers are well posted, the publishers are furnishing a mailing insert as illustrated here that entitles the bearer to peruse "Seductio ad Absurdum."

It is hilarious publicity for an hilarious book.



BIG FREE TRIAL OFFER

This card entitles you to five minutes
perusal of

SEDUCTIO AD ABSURDUM

The Principles and Practices of Seduction.
A Beginner's Handbook. By Emily Hahn.

Take advantage of this privilege the next
time you are in our Store.

It IS a privilege!

Tinted postcards were imported as illustrated announcements of this Brewer and Warren book, "Seductio Ad Absurdum." The mailing insert on the left is another phase of the publicity

Boston Booktrade News

Dale Warren

TO the casual passerby the gardener is actually at work in the window of Mary Spaulding's Book Shop at 16a Pleasant Street, Brookline. He is not visible, but has apparently left the scene only the instant before the observer comes upon it. Behind him, he leaves abundant mute evidence of mental and physical exertion, induced by his enthusiasm for early spring gardening. The garden in its present stage of cultivation consists merely of rich, black dirt surrounded by a narrow fringe of grass. At the farther edge is a white picket fence partly covered with ivy and ending behind a small evergreen tree at the most distant corner. Seed packages marking the end of several rows indicate that the invisible gardener has completed part of his work. Another row has been sown with nasturtium, seeds which have not yet been covered over. In the midst of his work on the nasturtiums, the gardener has evidently resorted to study for further guidance. One of his gloves and his tools—hand cultivator, short hoe, trowel, and watering pot—are lying about just as he dropped them. On a small, wooden box where he had been sitting he has left his horn-rimmed spectacles, an open copy of "One Thousand and One Garden Questions Answered," and (the most revealing evidence of all) a lighted cigarette, from which continues to rise a lazy column of smoke. More than one passerby, impressed with this display, has immediately entered Miss Spaulding's shop, purchased a copy of the volume shown in the window, and left orders for several of the other garden books arranged on tables just inside the door.



Bertha Mahony of The Bookshop for Boys and Girls, Helen McGlade of The Atlantic Monthly Bookshop and Mr. and Mrs. Herbert R. Burgess of H. R. Burgess & Company recently gave their second dinner at the Boston Architectural Club. Byrne Hackett of the Brick Row Book-

shops spoke on "Eighteenth Century First Editions and Their Authors" and Ralph Allan of the Phoenix Bookshop, New York City, on "Modern First Editions, Their Identity and Value." Patrons of the three bookshops were also given an opportunity to examine a small but significant exhibit showing the development of printing, arranged by the Cambridge firm of Washburn and Thomas.



John P. Marquand's "Warning Hill" and Cornelia James Cannon's "Heirs" are two novels by Boston authors which grace Little, Brown's Spring list. Both books carry unusually effective jackets and have been given excellent display in the local bookstore windows. Mr. Marquand is a recent Harvard graduate who divides his time, although not evenly, between Beacon Hill and Newburyport, and is one of the more regular contributors to the *Saturday Evening Post*. Mrs. Cannon, who is widely remembered for her "Red Rust" (runner-up to "Jalna" in the last *Atlantic Monthly* contest) is just now traveling in Europe with her four daughters, while her husband, Dr. Walter B. Cannon, an exchange professor from Harvard, is lecturing at the Sorbonne.



The second *Atlantic Monthly* Prize Novel Contest has closed, although no announcement of the winner has yet been made. In all, about 850 manuscripts were received, of which 225 came from England, 50 from Canada, 10 from Australia, 15 from France, 5 from Honolulu, and individual offerings from Brazil, Poland, Czechoslovakia, Java, India, Cuba and New Zealand.

The longest manuscript ran to about five hundred thousand words, the shortest was a sheaf of 6 hand-written and quite undecipherable pages from Bulgaria. New York and California were the two states most frequently represented among the home talent.

"Coney
Island"
by
John
Vassos



An A. B. A. Page

Ellis W. Meyers

HERE we see a picture of a number of booksellers actually enjoying themselves going up and down, obviously not in business, for no one ever wants to go down in business. Steeplechase, an amusement park that has provided pleasure for hundreds of thousands, is going to be used by the convention for an afternoon's and evening's outing on Tuesday, May 20th. This is only one of the periods of relaxation between business sessions.

The program is now complete in every detail.

Monday: A.M.—Registration.

P.M.—Reports of officers and Board of Trade.

Eve.—Get-together Dinner-Dance.

Tuesday: A.M.—General Forum for discussion of trade problems.

P.M.—A short, interesting, set of talks on matter of censorship. Among the speakers will be John S. Sumner, Secretary of the N. Y. Society of Vice, and H. V. Kaltenborn, Associate Editor of the *Brooklyn Daily Eagle*. It is hoped that Senator Bronson M. Cutting will be with us at that time.

Later—Coney Island, the great board walk and that pep-supplying sea breeze, and Steeplechase.

Wednesday: Round Table conferences all day.

Eve.—Bal du Livre. This is a costume party. Prizes will be given for costumes most representative of book characters. Arrangements will be made with a New York costumer so that those who attend the convention and have not brought costumes may procure them for the occasion.

Thursday: Executive Session—election of officers.

Eve.—The thirtieth annual banquet. Among the speakers of the evening will be Floyd Gibbons and Charles A. Beard.

Music for the three dance evenings will be furnished by Peter Van Steeden and his orchestra, a great—and hot—combination.

May 19-22. HOTEL PENNSYLVANIA, NEW YORK CITY.

Don't forget to get railroad-fare certificate when buying your ticket to the convention.

In and Out of the Corner Office

COLUMBIA UNIVERSITY announced last week that Professor John Dewey, who has held the chair of philosophy since 1905, will retire at the end of this academic year to give his entire time to his writing. In the recent celebration of his seventieth birthday Dewey was acclaimed by the most eminent philosophers and scholars of the world as America's dean of philosophy and education. ❀ ❀ ❀

Elizabeth Drew was married on Friday, March 21, to H. Charles Tomlinson, son of H. M. Tomlinson. Miss Drew, it will be remembered, has a very interesting bookshop in New York, described in last week's *Publishers' Weekly*. Mr. Tomlinson is associated with Harpers. ❀ ❀ ❀

Sir Arthur Conan Doyle has broken with the British Society for Psychical Research after thirty-six years as a prominent member of that organization. In his letter of resignation he says that the work of the society is an evil influence and anti-spiritualist, declaring further that no constructive work of any importance has been done for a generation. A reply from an official of the organization says that there is simply an honest difference of opinion. "While Sir Arthur is a Spiritualist and regards Spiritualism as a 'cult,' the society was founded to carry on critical investigation." ❀ ❀ ❀

Jessie Payne's novel, "Black Sheep," gained an interest for us recently when we heard her discuss her New York experiences as a publicity worker. A good deal of the atmosphere of that hectic profession is in the story. She was guest of honor at the Ladies' Night of the Philadelphia Booksellers' League, held at the Bellevue Stratford where 150 gathered for the occasion. Angela Morgan, who reads poetry superbly, gave a selection from her books published by Dodd, Mead, and Mrs. Caroline King, one of the editors of the *Country Gentleman*, talked about her gardens. They have been as widely scattered as Chicago, Idaho, Alsace and West Philadelphia. ❀ ❀ ❀

The many expressions of sorrow at the death of Major Putnam bring to mind

one incident in the last month of his life that must have been particularly pleasant to him. At a luncheon which marked the tenth anniversary of the League of Nations Association, General Smuts, the guest of honor, turned to the Major, who was sitting across the table, and said: "I am happy to see here my old friend, Major Putnam. You are like myself, sir, an old soldier, convinced that the world today needs a new and different machinery for peace." ❀ ❀ ❀

R. Critchell Rimington is preparing for a publisher whose name cannot be revealed, a book to be known as "One Hundred Title-Pages." This will be a collection based on the work of printers and publishers both here and abroad, and will be from work published during 1929. Rimington is anxious to have any persons concerned send him proofs of what they believe to be particularly good, and when sending them to advise whether or not plates are available or type still standing. Information should be sent to Rimington at 1 West 67 Street. ❀ ❀ ❀

Hastings Harcourt, son of Alfred Harcourt, and himself connected with the publishing business, was very seriously injured in an automobile accident in Virginia this month while on his honeymoon. The report from the hospital is that he is making very good progress after a rather serious operation and his father and mother, who hurried back from Florida, are on the way home. ❀ ❀ ❀

Jonathan Cape sails today for England after a short two weeks' trip to this side, during which time the firm's plans for the summer and fall have been reviewed, and the records of the first year's publishing studied. The Cape & Smith business got under way with unusual speed. Mr. Cape expressed himself as particularly pleased with the week by week demand for stock items which has been especially satisfactory this spring. ❀ ❀ ❀

"Man and His Universe" by John Langdon-Davies, announced in the *Publishers' Weekly* by Harper & Brothers for publication April 4th, has been postponed until August. ❀ ❀ ❀

The Guggenheim Award

THE John Simon Guggenheim memorial awards have been announced for this year. Eighty-five scholars, novelists, poets, composers of music, sculptors, painters and other creative workers have been awarded Fellowships amounting to more than \$200,000. The largest number will go to Europe, but others will carry on their work in Latin America, Asia, the islands of the South Seas and Africa. The list includes sixteen women. In this group of Fellows, ten American novelists, poets and critics are included.

For creative writing in poetry, prose and the drama the following American authors have been honored: E. P. Conkle, dramatist of Newark, Delaware, author of "Crick-Bottom Plays," *French*; Jonathan Worth Daniels, novelist, author of "Clash of Angels," *Brewer and Warren*, son of Hon. Josephus Daniels; Edward Davison, poet, author of "Poems," "Harvest of Youth," and "Some Modern Poets," *Harper*; Helen Rose Hull, author of five novels, "Quest," "Labyrinth," "The Surry Family," "Islanders," all from *Macmillan*, and "The Asking Price" to be published in April by *Coward-McCann*; Nella Larsen, author of two novels from *Knopf*, "Quicksand" and "Passing"; Jacques G. C. Le Clercq, novelist and translator, author of "Show Cases," *Macy-Masius*, "A Sorbonne of the Hinterland," *Dial Press*, "Attitudes" and "Sotto Voce" (under the pseudonym Paul Tanaquil) from *Yale University Press*; H. Phelps Putnam, poet, author of "Trinc," *Doubleday, Doran*, and "Daughters of the Sun"; Thomas Clayton Wolfe, author of the first novel "Look Homeward, Angel!", *Scribner's*.

For work in the field of Literary Criticism, a Fellowship was awarded to Dr. Joseph Wood Krutch, dramatic critic and associate editor of the *Nation*, who will write an extended essay on aesthetics. Dr. Krutch is the author of three books; "Comedy and Conscience after the Restoration," *Columbia University Press*; "Edgar Allan Poe; A Study in Genius," *Knopf*; "The Modern Temper," *Harcourt, Brace*. Mrs. Mary Colum, critic, wife of the poet Padraic Colum, was awarded a Fellowship to prepare a study of contemporary American and French ideas in criticism, in France. Dr. J. Leslie Hotson, editor of

the recent "Shelley's Letters to Harriet," published in the *Atlantic Monthly*, was awarded a Fellowship for research in English Literary History. It was during the first year of his Guggenheim Fellowship that Dr. Hotson discovered these letters. Pamela Bianco, the painter and illustrator, won a Fellowship in painting.

Perhaps one of the most outstanding books written under Guggenheim Fellowship auspices was Stephen Vincent Benét's "John Brown's Body," *Doubleday, Doran*. Other books have been Harold Lamb's "The Crusades," *Doubleday, Doran*; "Rope and Faggot" by Walter F. White, *Knopf*. Paul Green, Countee Cullen, Allen Tate, Leonie Adams, Lynn Riggs have all been awarded Guggenheim Fellowships in the last few years.

The advisers in creative writing were Henry Seidel Canby, Dean Wilbur L. Cross and Dr. Ashley H. Thorndike.

Authors Pay Tribute to Major Putnam

THE Council of the Authors' League of America passed the following resolution at its recent monthly meeting:

"The Authors' League has heard with profound regret that our old member, George Haven Putnam, is dead. During his long, useful and amazingly varied life, that sturdy soldier of letters and of the Republic represented the best traditions of authorship and publishing. To him, especially, we owe in great measure such copyright protection as we have under our laws and in even greater measure the movement toward international copyright on modern terms. As a publisher, he held the finest professional attitude, especially toward his fellow authors; their debt of gratitude has been accumulating for fifty years."

Rochester University to Have Tower Library

THE University of Rochester is to have a nineteen story tower given over entirely to book storage which will be the highest building of its kind in the world. The statement was issued by Donald B. Gilchrist, university librarian, who says that the tower will be set directly behind the main library building and that it will be topped with a circular colonnade con-

taining memorial chimes. The building will cost \$1,500,000, and is to be completely equipped with automatic conveyors for carrying the books up and down to the stacks.

Liveright Is Co-Defendant

A SUIT with total claims of \$750,000 was filed last week by Dr. Harry W. Benjamin, internationally known gland specialist, naming Horace Liveright, publisher, and Dr. Morris Fishbein, editor of the *American Medical Journal*, as co-defendants. Benjamin claims to have been injured by articles which he says implied that he was a quack and questioned the scientific basis of his professional principles.

The three articles for which Dr. Benjamin asks \$250,000 each are: "Rejuvenation" which the suit states is a section of Dr. Fishbein's book "The New Medical Follies"; an article called "Rejuvenation Bunk" which he says Dr. Fishbein published in the *Haldeman-Julius Monthly*, and "The Facts About Rejuvenation" which he says was also published by Dr. Fishbein.

Obituary Note

VOYNICH, BIBLIOGRAPHER

WILFRED MICHAEL VOYNICH, bibliographer who discovered the famous Roger Bacon manuscript, died at Roosevelt Hospital in New York, March 19th, at the age of 65. He had been in ill health for some time. Voynich was born in Lithuania and educated at the universities of Warsaw and Moscow. He was imprisoned for participating in the Polish nationalist movement and after his escape went to England where he became a British citizen. The Bacon manuscripts had passed through seven centuries of royal collections, much of the time remaining in complete oblivion, and had never been placed at the disposal of scholars until located by Voynich. They were written entirely in a baffling cipher, and when after years of effort the late Dr. William Romaine Newbold of the University of Pennsylvania announced that he had succeeded in rendering a translation, there was keen interest throughout the scientific world. The translation revealed the amazing scientific achievement of the ancient monk and scholar. Bacon had foreshadowed theories and conclusions upon

which modern science is built and which were not rediscovered until centuries after his death. He knew the principles of and probably used the microscope and telescope. The bibliographer found a reference to the Baconian manuscript while gathering material for a book and after long searching was rewarded by locating it. He gave several priceless items to the Library of Congress.

Changes in Price

THE UNIVERSITY OF MINNESOTA PRESS
"Trees and Shrubs of Minnesota," by Rosendahl and Butters, price reduced from \$4.00 to \$3.00.

THE JOHN C. WINSTON COMPANY
"To the South Seas," by Gifford Pinchot, to be \$3.50 instead of \$3.00.

FREDERICK A. STOKES COMPANY
Cooper, "My Lady of the Indian Purdah," increased to \$3.00.
Gallichan, "The Psychology of Marriage," increased to \$2.50.

Ferber, "Emma McChesney & Company," "Personality Plus," "Dawn O'Hara," "Buttered Side Down," all increased to \$2.50.

Bromfield, "Early Autumn," "The Green Bay Tree," both increased to \$2.50.

Bindloss, "Boys of Wildcat Ranch," increased to \$1.50.

Cooke, "Sunny Bunny Rabbit," increased to \$1.50.

Collins, "Wonders of Natural History," increased to \$2.00.

Perry, "Girl's Nest," increased to \$1.75.

Stokes Wonder Book of Mother Goose, increased to \$3.00.

HARPER & BROS.

"Pelle's New Suit," by Elsa Beskow, changed from \$1.25 to \$1.50.

Business Notes

BUFFALO.—Wilber J. Gardner, 387 Washington Street, has opened with second-hand books and a rental library.

DETROIT.—Skyscraper Book Shop, Katherine G. Cornell, 2255 Union Trust Bldg., has opened with general stock.

LOS ANGELES.—The Satyr Book Shop, Inc., branch, Clare Ryan who was formerly with J. W. Robinson Co., 3929 Wilshire Blvd. has opened with general stock, fine bindings, rare books, first editions, private press items and modern art.

NEW HAVEN, CONN.—Sweetkind Book Service, Betty K. Sweetkind, 625 Orange Street, is a mail order book business.

NEW YORK.—Quality Book Shop, 642 Madison Avenue, is a new branch of the Quality Book Shop, 112 East 59th Street.

NEW YORK.—Thomas Trevor Company, Inc., has moved from 1023 B Sixth Avenue to 1413 Sixth Avenue.

TORONTO, ONT.—Thomas B. Clarke & Co., Thomas B. Clarke and A. Heilperin, 174 Beatrice Street have opened with general stock and rare books.

Books for Boys and Girls

A Monthly Department

The First of a Special Series of Three Spring Issues, Cooperating with Publishers, Booksellers and Librarians in Emphasizing the All Year Round Possibilities of the Field of Selling Children's Books

The Changing Mode in Books for Boys and Girls

Constance Mitchell

The Sather Gate Book Shop, Berkeley, California

ARE the young people of to-day changing? Do these reactionaries in education who argue for a strict adherence to the classics have to pursue a middle course and give to these modern youngsters books which deal with manners and customs of their own times? We who watched the ebb and flow of the Christmas season believe that even the tiniest ones of the kindergarten are turning away from the nursery favorites of yesterday and demanding realistic stories of the every day things which they see and want to know more about.

If in Berkeley, California, you visit our public schools you will find boys and girls in the fourth and fifth grades eagerly and intelligently discussing the books on their reading lists; but if you ask them to chose, the old timers are forgotten, for they can not provide the thrill of the modern realistic story. "Oh, I know that book," said one little girl of nine as she pointed to "Swiss Family Robinson," "My daddy has it, but the girls and boys are so queer and old-fashioned I didn't like it." Yet that same child had been reading aloud to the class a few minutes before "Johnny Appleseed" by Vachel Lindsay, and had made most appropriate comments.

Life has changed, viewpoints have

changed, even in a decade, so why should this not be felt by children as well as grown-ups? In our shop at Christmas time we especially noticed that our new books, brand new ones, were selling faster than anything else. Classics stocked for the mothers and aunts and cousins who must buy "what I read as a child" were forgotten in preference for the attractive modern books.

Some of it was caused by the education in books for boys and girls which the Parent Teacher Associations are doing increasingly well each year, and the reflection of the numerous talks on Children's Literature, given by experts, with which the clubs were flooded during October and November; but much of it came from the children themselves. The books which they demended were the ones asked for at the bookshop by the mothers and aunts and cousins. Such lovely picture books as "Spin Top Spin" and "Peregrin and the Goldfish" were loved by the pre-school child, and for the eight and nine year olds "Hitty" and "Miki" and "The Chinese Ink Stick" simply melted away; while for the older ones there were such exquisitely written books as "Pran of Albania" or "The Daughter of the Seine."

Even "Little Women," long a perennial

favorite, seems a bit old-fashioned to the sophisticated young lady of twelve who is demanding a story of her own time or definite information concerning a given subject. The majority of the children of today are not going to read Dickens and Scott. This is deplorable but true. The average youngster, left much to his own resources as regards his reading, finds nothing in such stories to feed his taste for the thrill and excitement of this "mystery story age" "Murder, and plenty of it," demanded a small boy of eleven, the other day. Something to think about—yes—and

worry about. But we can console ourselves with the knowledge that this decidedly modern field is being filled with the work of excellent writers and great illustrators who are giving much of their art for children. Modern education is meeting this field and adapting much of it to fill its own needs.

Let us hope that many of the cheap, vulgar and tawdry books that have been filling the market for boys and girls will be supplanted by this new material, and enrich and train the minds of the readers of tomorrow.

A Guessing Contest

Eleanor Cameron

The Hampshire Bookshop, Northampton, Mass.



Cardboard characters from children's stories, used in the guessing contest

A BOOK contest is one sure way of discovering in which direction lie the interests of the children of the community; a successful contest is a true indicator that they form, primarily, a reading group. Even, when, as in our contest, over half of a large number of children call Mowgli, Tarzan!

In four days, during a recent Book Contest held at the Hampshire Book shop for boys and girls between the ages of nine and thirteen, one hundred and sixty-six children entered. This does not include the many who, too old or too young to join, begged to do it "just for fun." In my visits to the public schools, where I announced and explained the contest, I encountered the keenest cooperation on the part of the teachers and the pupils. Almost every teacher told me, proudly, that hers was a "reading class." They were encouraged to start libraries of their own, and two or three times during the school year the boys and girls brought them to school for display.

In choosing the characters to be guessed, twenty-five books and stories were selected that children of that age were reading or had read, and should remember. Out of heavy cardboard were cut good-sized figures representing the following stories: Peter Rabbit, John Silver, Robin Hood, Little Black Sambo, Dr. Dolittle, Mowgli and Bagheera, Robinson Crusoe, Hans Brinker, Winnie-the-Pooh, King Arthur, Pied Piper of Hamelin, Little Red Hen, Humpty Dumpty, Pinocchio, Scarecrow of Oz, Mock Turtle from Alice in Wonderland, Little Bopeep, Chicken Little, Black Beauty, Funny Thing, Elephant's Child, Little Red Riding Hood, Cinderella, Peppi

the duck, and Peter Pan. These were painted to make the resemblance as close as possible. As the children came in they were given paper and pencil, and with a will they set to work. The first day only girls came in, and they were shy, even to the point of raising their hands when they wanted to ask questions. But the second day, a young army of both girls and boys came rushing down the main street and into the shop. Baby brothers and sisters and dogs tagged along and added to the general confusion. They hurried to finish, and then assuring me that their hands were clean, asked to be allowed to look at the books. Again and again they came back, sometimes alone, sometimes with mothers or teachers.

The figures were on display a week, but most of the boys and girls came in during the first four days. Of the hundred and sixty-six children who joined the contest, seventy-five were boys and ninety-one were girls. Most of them stumbled over the same characters, but the general average of correct answers was fifteen out of twenty-five.

There were to be two prizes, one for a boy and the other for a girl, but two boys tied for first place so both of them were given a book. The girls' prize was won by a public school pupil, aged twelve years. One of the boys, ten years old, goes to a private school; the other boy, eleven years old, to a public school. The girl guessed correctly twenty-two of the characters, the boys guessed seventeen.

When the contest had been over a week, and the papers were all read, a postcard was sent to each of the hundred and sixty-six, bidding them come to the Hampshire Bookshop at 4 o'clock one afternoon, to hear the winners announced. They came, but much earlier than 4 o'clock and during the wait, tried to shout each other down in arguments about favorite books. A few parents and teachers came, and after a short talk about owning books, the names of the winners were given, and the prizes awarded. A shout immediately went up for "another contest just like that one," and so we sent them home happy with the promise of another soon.

French Books for American Children

Ruth P. Tubby

Children's Department, Montclair, N. J., Public Library

THE variety of life in France plays an important part in all French literature, especially in fairy stories and fables where we skip gaily from peasants to princes and from meadows and green fields to shops and city squares. Usually, some supernatural means such as a fairy coach is employed to make the transition seem a matter of course to us, or else Fortune takes a hand, and our small hero comes to the city to gain untold riches.

Another thing that is noteworthy in the French is their worship and admiration of the heroes of the middle ages. Of course, we do not have so ancient a background in this country, but even if we did, I wonder if our Ameri-

can children would have for any one the feeling of love and reverence that all small



From Mme. de Ségur's "Sophie," Knopf



From "*The Treasure of Carcassonne*," a French adventure book by Robida.
Longmans

French people feel so deeply for Joan of Arc. And this Maid of France is, by no means, alone in her glory. Anne of Brittany is another well-beloved and constantly referred to figure and her memory is kept fresh and vivid by statues and pictures all over France today.

The democratic movement of the Eighteenth Century and more especially the Revolution led to an awakened interest in the welfare of children and their books. It is almost certain that the first Mother Goose was created by Charles Perrault about 1730. He added morals in verse to all his stories, as the reading taste of his day demanded, and later, he gave Cinderella to the civilized world. He was an architect and physician, and his writing for children was a side interest, but he understood the subject so thoroughly that he made every one of his characters appealing and vivid. A sad Red Riding Hood makes a much stronger plea for sympathy and attention than a gay one, and every detail of his work shows humor and imagination.

La Fontaine seems to be the most successful of literary fabulists. His style is so clear and brilliant that in reading his fables we feel as though they had just been written; as though his aim was to write clearly and precisely in a well-balanced and moderate way; as though he wanted a style suitable for ordinary everyday needs.

When Rousseau came along, he took the beauty and promise of childhood for his text. He substituted living examples for maxims; and though such revolutionary

ideas were not popular at first, they soon gained well-deserved recognition and respect. He showed, too, that books for children were really a public benefaction. In 1784, Berquin wrote a book called "*L'Ami des Enfants*" which received a prize from the French Academy and proved that Rousseau's efforts had not been in vain.

Then for more than a hundred years, there was a tremendous lack of interest in books for children in France and most of them were poor in quality and quantity. Today, there is a growing interest in children's reading and this is encouraged in the libraries and schools. There is a constant demand for better books, and a prize is offered each year by the Committee on Books, a committee appointed by the Department of Education for the best children's book of the year. There is, too, a group called the Library of Our Children which has a carefully selected list of books published each year and is influential in getting the better books into the hands of the children.

The French classics in fine editions are used constantly for gifts and prizes, and there are many collections in uniform editions. Perrault and Ségur are still read widely and there are many translations in use among French children—"Robinson Crusoe," "Don Quixote," and "Swiss Family Robinson."

Unless a translation is very skillfully done, it is extremely difficult for a young reader to assimilate an alien background; he must find something in common with his own experience in a book to catch his interest and hold his attention. It is easy



Daudet's "*Pope's Mule*," Macmillan

enough to tell a child a few facts about a foreign country, but that is a long step from making him feel that the children he meets in books about distant lands are really much like him in the things they do and the games they play. If his enthusiasm is once aroused he may go far in reading along these lines and come to a clearer understanding of the way children of foreign countries live and how much they have to offer him along unexplored paths.

French picture books deal almost entirely with children and their manners, nature in all its lovely aspects, and animals. We have, too, many song books full of gay tunes such as Monsell's "Polichinelle" which is delightful in every detail. Of course, Boutet de Monvel is the outstanding French illustrator, and all the others seem to struggle along in his wake, making more or less successful attempts to do the same kind of work. His illustrations for "Jeanne d'Arc" and "Nos Enfants" by Anatole France are the finest. There is one very charming little book by James Jacquet which I think deserves attention. The title is "Rosalba" and it contains three gay, little fairy stories, charmingly illustrated by silhouettes which are very appealing. There is an exquisite delicacy in the work, and the text gives many everyday details of child life in France.

The books in my list fall very naturally into four groups;

Books about animals, which have many quaint twists and turns and a gay whimsicality which American animal stories seem to lack. The idea of Irvata, the white elephant, holding a pencil in his trunk to write always delights the soul; and Yollande, the hen, with her long curly red hair never fails to make the children chuckle. The Pope's mule who treasured her kick for seven long years amuses them and gives them, as well, a fine picture of life in Avignon in the Middle Ages. In the Story of a Cat, they follow eagerly the fluctuating fortunes of the poor creature who is so pampered by good old Mother Michel and so harassed by wicked Father Lutuscu.

The books about stray children make a very real appeal to our sympathies, and we follow all the turns in their fortunes with keenest interest. Many children ask



"Once in France," Doubleday

for a "sad story," and certainly if properly introduced to them, not one will put down the "Adventures of Remi" or "Little Robinson Crusoe of Paris" until he has read the last word. Jean Paul in "Lady Green Satin and her Maid Rosette" and Sophie always come in for their share of attention, too. I have found that the two white mice who are so clever in all their tricks and so useful to their master in earning a living for his poverty-stricken mother are great favorites. "Happy Surprises" paints a fine picture of of natural home life in France and all the joys of childhood. It is an excellent contrast to the "sad stories" and especially useful for that reason. The heroes of these books are very pathetic in their distress and they struggle so courageously against untold and almost unbelievable hardships that they win instant respect and interest and then they do teach very useful lessons of self-reliance and hardihood.

The books of adventure are well done, very simply told, and they are so full of excitement that they leave you almost breathless at the end. I think the "Treasure of Carcassonne" is more typically French than the other—every detail of it is so vivid and clear cut, the touches of

humor, a donkey named Belleavoir, for instance, and a family of eight with a father who spends his days and nights and Sundays searching for hidden treasure. "The Quest of the Four-Leaved Clover," on the other hand, stands out with its Arab setting and the varying fortunes of Omar and Abdallah—one of whom becomes a merchant interested only in the accumulation of riches, while the other leads a picturesque life on the desert and finally wins three of the four clover leaves for good deeds, the last is given to him in a vision at his death.

French fairy tales and legends always fascinate me because there is such perfection of detail, and the beauty and glamor are so delicately and exquisitely portrayed. The splendor of the fairy palaces and the grandeur of court life make a deep impression on the children, and I find that they pay breathless attention to every word of extravagant description in the "White Cat and other French Fairy Tales." "The Story of Mr. Punch" gives them many new ideas about an old favorite, and they follow his alarming adventures with great interest. The legends and myths have a

more limited appeal, but once the children learn to know them, they clamor for more. The bells of Ys in "Once in France" has a charm and significance all its own, and every myth in "Three and the Moon" is full of fascination. "Little Black Stories for Little White Children" give us African jungle tales with a French turn which adds to their interest.

All the French books for children deserve popularity, and interest in them may some day lead to a stronger feeling of international friendship and respect for the ideals and standards of the French. I think you cannot fully appreciate all the wonderful detail of the stone work in the great French cathedrals until you know how exacting the work of the guilds was, a fact which is so plainly shown in "Boy Knight of Reims"; and certainly, you must know something of their historical and legendary background to realize the full significance of Versailles and all that it stood for. Is there any better way to become familiar with this sort of thing than by starting when you are young to absorb it unconsciously through vivid scenes in books about children of foreign lands?

Grown-Ups in Children's Book Departments

Amy Beach

of Brentano's, Inc.

AT FIRST, I was very much surprised, to find how large a proportion of my grown-up customers who were buying children's books bought them to read themselves. At first, too, I found them hard to understand. The questions I asked were so vaguely answered. They were shy and self-conscious when I asked about the child. The evasive replies described "a strange child"—quite unlike other children—"who reads beyond his years." His age? "O maybe eight—ten, even twelve."

"Not your child?"

"In a way, yes—but I'm not the parent."

One day one of the shy sort scanned the shelves eagerly until he found the George MacDonalds, took out "The Princess and Curdie" and read for an hour. Then he

dashed out. The next day he came again and read for another hour and dashed out. The third day he bought the book. My natural interest in his appreciation of George MacDonald drew out his story. He had suddenly stopped "reacting to beauty." Nothing stirred him, not even music, of which he had always been passionately fond. It was "dreadful to sit through a symphony like one dead." He remembered "The Princess and Curdie." Got his first emotional kick out of that. "Why not go back to the beginning and start all over?"—So he did.

I hope he was cured. He never came back to tell me.

People who have been ill often want to re-read their old favorites. A prominent New York surgeon, convalescing from a grave operation, made out a list containing

Howard Pyle's "The Wonder Clock" and twelve of the "Frank" series. His sister, who had come personally to carry out his wish, apologized. "He is a very brilliant man," she said. "He is not deficient mentally. He has just taken a notion that he wants to read those books again."

A young girl of twenty-three, recovering from a nervous disorder, read an "Oz" book a day until she had re-read all of those she had read when a little girl.

Besides shy and ill people, there are many perfectly normal people who buy juveniles. One of the pleasantest experiences was one of the earliest I had. A frank, fair and cheery young man, wearing about his neck a clean, white handkerchief, asked:

"What book would you suggest for a man with a boil on his neck? I like stars and funny animals—The stars must be very simple and the animals very funny."

We found a star book which was very simple, and "Alice in Wonderland" and Hilaire Belloc's "Beasts" did for the animals. He talked about the island where he lived, and told me a lot of delightful things he thought about. Finally I discovered that he reviewed mystery stories. It was Will Cuppy!

Once a famous movie star came in to buy some books for himself. I was so interested that I did not catch the signals that were flying about. To tell the truth, I go seldom to movies, and the stars mean little to me. When I wrote his charge I asked for his name or initials. This pleased him, especially when he saw I did not recognize him, and he knew he was preserving an incognito. He added a few more books—but a clerk came up to us.

"Pardon my interrupting," she said, "but we have just received a map of Hollywood. I thought you would like it."

He didn't, and I was surprised that he did not cancel his order.

Many old ladies buy children's books. They like "Heidi," "Memoirs of a London Doll," "Hitty," "The Adventures of Polly Cologne," "Polly Patchwork," "The Little Lame Prince" and often books by Jean Ingelow, or Charlotte M. Yonge.

Old men like "The Old Tobacco Shop," "Gulliver's Travels," "Robinson Crusoe." A dear old man comes in for every new book of fairy tales that is published.

Of course many grown-ups buy all of the beautifully illustrated books. One family of boys and girls, now nearly graduated from Harvard and Smith, send mother in each Christmas to buy all the beautiful new children's books, especially fairy tales.

One interesting young lady bought a copy of "The Argosy of Fables" for her fiancé, because she thought he needed the knowledge of human nature one got from those tales.

A Catholic priest bought the four Milnes to take with him to Madagascar, where he was going as a missionary.

In another children's department one man is so fond of "Martin Pippin in the Apple Orchard" himself that I suspect that is his best seller. He made me want to read it. He and I made up a list of books which are liked by big and little, and are sold to grown-ups. All the Howard Pyles, especially "The Wonder Clock" and "Twilight Hand," "Water Babies," by Charles Kingsley, "Two Years Before the Mast," by Dana; "The Three Musketeers," by Dumas, "The White Company" by Conan Doyle, "Tom Sawyer," "Huckleberry Finn" and "The Prince and the Pauper" by Mark Twain, "Reynard the Fox," "Peck's Bad Boy" and "The Real Diary of a Real Boy," "The Jungle Books" and "Just So Stories" by Kipling, Grimm and Andersen, Kingsley's "Heroes," "Little Women," "Peter Pan," "Sara Crewe," "Mopsa The Fairy," "A Little Boy Lost," "Treasure Island," "Kidnapped," and "Black Arrow," by Stevenson.

A charming woman came in one day and asked for a copy of "Helen's Babies," by Habberton. I found that she was a younger sister of the babies. Her own little boy, who was with her, was their nephew. She told me that rummaging in an attic of an old house in which they once had lived, she came upon some baby garments of "Budge," who was now nearing sixty.

"I think the reason why the book has lived," she said, "is because my father was the first man in an age of Elsie Dinsmores to write about real children."

Many explanations have been given why so many of us like to read children's books. The best one, it seems to me, is that the gay spirit of our childhood persists in all of us.



MACMILLAN BOOKS

APRIL-1930

for Boys and Girls



The Children of the New Forest

By Captain F. Marryat

Pictures by Lynd Ward

(The Children's Classics)

This famous old story of a family of children in England in the days of Roundheads and Cavaliers, has long been a favorite of the Wards. Lynd Ward has made unusual woodblock illustrations and May McNeer has edited the story. \$1.75

To be published April 22.

The Picture Book of Ships

By Peter Gimmage

Pictures by Helen Craig

A perfect vacation book. All kinds of ships are described in clear interesting text and pictured in brilliantly colored illustrations. \$2.50

To be published April 29.

The Boy With the Parrot

By Elizabeth Coatsworth

Pictures by Wilfrid Bronson

Sebastian and his parrot Lora travel over the mountains of Guatemala selling ribbons and beads and gay pieces of cloth. A delightful story for boys and girls from eight to twelve. \$1.75

To be published April 15.

The Town Crier of Gevrey

By Estelle M. Kerr

Pictures by the Author

Pierre rode his bicycle through a small village in France calling out the news of the day. This picture of wartimes by an author who lived in Gevrey in those days, is one which boys and girls alike will enjoy. \$1.75

To be published April 8.

Apple Pie Hill

By Helen Forbes

Pictures by Eleanore Barté

A mystery story of a New England house and an enterprising young girl who decides to find a lost family treasure. \$2.00

To be published April 15th.

THE MACMILLAN COMPANY

New York Boston Atlanta
Chicago Dallas San Francisco



Pamela Bianco

Whose Illustrations Make a Book a Collector's Item

Josiah Titzell



From "Natives of Rock"

WHEN Pamela Bianco was born all the bells of London rang, all the whistles blew, and people stood about on street-corners tooting horns and throwing their hats into the air. It was New Year's Eve. She politely

waited until 1906 had crossed the threshold before she entered the world.

1906 was not very long ago. Pamela has illustrated six books since then, or rather she has illustrated four, decorated one and a distinguished poet has illustrated with verses a book of her drawings. It was the highest praise any artist could have had, for the poet was Walter de la Mare. But that didn't happen until Pamela was all of thirteen.

When she was six months old her family took her to Paris. Her itinerary then led her to the United States, back to Paris, to London, down to Italy and finally back to this country. Living in different countries was exciting in itself, but Pamela invented for herself such harmless pastimes as standing under the drain-pipe when it was raining, or tossing lighted matches into straw mattresses which, being what they are, caught fire.

Pencil and paper fascinated her all through her childhood but she was eleven years old before she settled on a career as an artist. Then even school was given up and she was allowed to spend all her time at her work.

That she worked hard and that it was fortunate for her to have this time to spend on her work was more than proved in her first exhibition which was held at the Leicester Galleries in London during the Spring of 1919. Somewhere in the crowds that flowed to the galleries was Walter de la Mare. Stimulated by the richness of imagination and the intensity

of feeling in the drawings he wrote a series of verses around the pieces in the show and together, drawings and verse, they were published under the title, "Flora." Lippincott brought out the book in this country. It is now out of print, but copies may be found from time to time in second-hand stores, although it is hard to see how anyone who has owned a copy has ever been able to hand it on to a dealer.

This first exhibition, which established Pamela in the art world and put her name on the lips of all London and New York, was followed by five other shows, held respectively in London the next year and in New York in 1921, in San Francisco in 1922, at the Knoedler Galleries in New York in 1923 and at the Rehn Galleries in New York in 1927. She had taken to oils since her first exhibition, as well as to lithographs and woodcuts. These new



Pamela Bianco



The Chimney Sweeper from "The Land of Dreams," poems by Blake

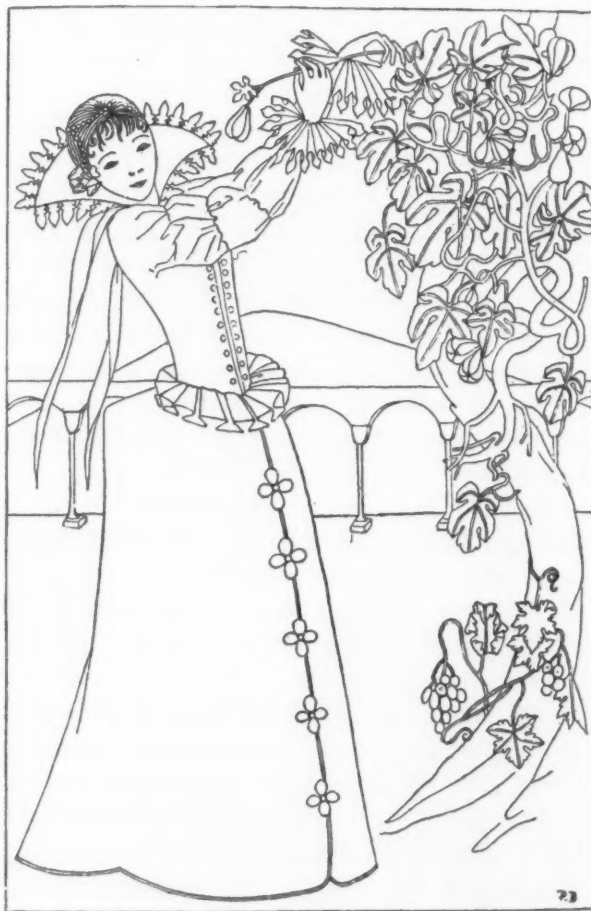
forms were but further evidences of her ability as an artist and served to heighten a reputation that might have been content to rest on its laurels if Pamela weren't the serious artist she is.

Nor was she willing to let "Flora" stand as her only book. In 1925 Macmillan published "The Little Wooden Doll" by Margery Williams Bianco, with Pamela's illustrations. Though it was several years after the 1919 Leicester Galleries exhibit, the drawings were done in the "Flora" period, that is when she was fourteen years old.

The book was, and still is, one of the most delightful children's books ever published in this country. But its charm was seriously rivaled by the next that Pamela illustrated, "The Skin Horse," a profoundly moving story for its size, that captured in its pictures as it did in its narrative a tremendous feeling. This was published by Doran and is still available from Doubleday, Doran. Both these books were written by Pamela's mother, Margery Williams Bianco, whose writing for children is as rare and distinguished as Pamela's art. The next venture was also within the family, after a fashion. It was Glenway Wescott's "Native of Rock," which was published by her father, Francesco Bianco. Here Pamela turned from straight illustrating to decorating and showed an ability to make of a decoration as moving and as gracious a piece of work as her story-telling drawings. It is without doubt to her English mother and her Italian father that Pamela's success is due,

for they have had the wisdom and the unselfish courage to let her work take its course and have, through their restraint as well as their encouragement, saved her from the blighted fate of so many child prodigies. This is, perhaps, not the place to offer laurels, but they deserve them.

Pamela's last two books, William Blake's "Songs of Innocence," and Oscar Wilde's "Birthday of the Infanta," have had the distinction of appearing in the Fifty Books of the Year Show, and well they might, for the delicate drawings have been amazingly reproduced and handsomely published in regular trade editions by Macmillan. Louise Seaman, the head of the children's department of Macmillan's, was afraid their fine line would demand the work of one of the small, limited edition presses, but, after experiments and tests, S. A. Jacobs of the American Book Company demonstrated his ability to reproduce the diaphanous drawings and provided a stunning format for both books. The care that was put into the printing was a credit to both the artist and the



From "The Birthday of the Infanta" (Macmillan)



*The Strong Child from "Flora."
(Lippincott)*

publisher. The Wilde book won seven color plates (a record for Pamela, "The Little Wooden Doll," having led before with five).

Pamela now lives in New York. Her studio is in the picturesque little Macdougall Alley over which the skyscraper apartment house, Number One Fifth Avenue, stands guard. In the white-walled studio there are maps of Piedmont on the walls, a reproduction of a painting of the Duke of Urbino, who looks as though he might be an ancestor of Pamela's, and pictures of two of her favorite authors, Robinson Jeffers and Richard Hughes. She first met Hughes when she spent a summer in his native Wales some years ago and has done some more than clever drawings of him as frontispiece for a book of poems, as well as jacket decorations.

Along one wall of the studio canvases are tilted, and if one shows the proper curiosity they will be turned around to show still-lives and portraits, decorative panels and variations in oil of some of the book illustrations. The bookcases are bulging with books, frivolous and serious, fiction, history biography and poetry. On the small table beside the couch are a

pomegranate and a tower of books, about the Medicis, borrowed from the Public Library. Somewhere, out of a handy drawer, comes a photograph of Pamela's favorite work of art, the head of Nefert, the Egyptian Queen. Push-pinned to a drawing-board is an illustration she is working on for Mrs. Ewing's "The Three Christmas Trees," which *Macmillan* will publish in the fall, a drawing that shows a new use for Pamela of juxtaposed white spaces with heavy black spots.

And moving about the room, or sitting curled up on the couch is Pamela, with her blue eyes clouding or lighting up and her shoulder-length brown hair going suddenly golden under the light. Close by her is her Scotch terrier who follows, with shining black eyes, her every gesture and listens carefully to her enthusiasm for Yeats' poetry and for Aucassin and Nicolette, two books she hopes some day—and soon—to illustrate. Hers is, essentially, a poetic temperament.

Pamela Bianco is a child prodigy who



*The child carried by a horse, white and pale as moonlight, from "The Skin Horse"
(Doran)*

THE WHALE SWALLOWS THE SHIP OF LUCIAN



for boys and girls

LUCIAN GOES A-VOYAGING

Retold from the Greek by Agnes Carr Vaughan. Illustrated by Harrie Wood. Amazing adventures of Lucian, the "Greek Gulliver," translated by a Professor of Greek at Smith College. It rivals Baron Münchhausen and Jules Verne in imagination and interest. \$2.00

*Publication date April 18th***UNDER THE PIG-NUT TREE**

Written and illustrated in color by Berta and Elmer Hader. A nature book of the Spring, which tells of the adventures of a little elf with a grasshopper and a kingfisher. \$1.25

*Publication date May 9th***A PICTURE BOOK OF A BIG CITY**

Text and pictures by Madeleine Bunzel. Clever and humorous drawings of all the sights and sounds of a big city which will appeal particularly to very little children. Printed on bright yellow paper. \$1.25

*Publication date April 11th***MADE IN AMERICA**

By Susan Smith. Illustrated by Harrie Wood. An entertaining book on decoration which tells of the handicraft period of American history, and includes chapters on Baron Stiegel's glassware, Paul Revere's silver, Thomas Jefferson as an architect, Currier and Ives prints. \$2.00

*Already published***ALFRED A. KNOPF****730 FIFTH AVE. N.Y.**

has triumphed in spite of her brilliant beginning. The early withdrawal from school in no way held her back for she has a natural curiosity and digs wholeheartedly into a steady stream of subjects. (Witness the Public Library collection of books on the Medicis.) The conscious avoidance of art school training has been argued pro and con by those who have followed her work. The amazing feeling and powerful delicacy she gets into her things would seem to answer all arguments, if the charm and rhythm hadn't answered them already. Remembering this rhythm one

can't forget that Pamela's longing to be a dancer once led her as far as Ned Wayburn's school, but she found she was quicker at catching the pattern of a flower than she was at mastering a dance routine.

Her progressive mind, her vigorous ambition and her delight in experimentation will lead her on as they have led her so far. This steady advancing will inevitably produce new and exciting illustrations, for her interest in art is closely related to her passion for books. The collectors of illustrated books may yet have their Pamela Bianco shelf.



From "*The Little Wooden Doll*"
(Macmillan)

Active Work for Children's Reading

A LARGE group of specialists in children's books came to the office of the National Association of Book Publishers recently and discussed ideas for giving continuing encouragement to the growing tendency to sell more children's books in the spring and summer. It was agreed by all that last year real headway had been made in that direction.

Among other plans, it was decided that there should be some one period in the spring when the display and the emphasis on children's books should be so concentrated that all bookshops would put to the front their new and old titles in special displays and, so dramatize the spring interest in books for boys and girls. It was decided that this emphasis should be made during the week of May 5th to 10th and that all the bookshops carrying children's books, (and which do not) be asked to stress at that time outdoor books for children, graduation books for children, vacation reading for children, and around-the-world books for children. Publishers will supply helpful matter for display purposes, and the Association will make a new poster.

It is not expected that in this Spring

Week the bookshops will seek cooperation from the schools, as they do in November, but the occasion should be largely an effort on the part of bookshops to play up the reading interest of children.

An important pamphlet on "Practical Methods in Selling Children's Books" was ready for distribution March 20th, the basic material having been prepared by Mable Arundel Harris and printed in the *Publishers' Weekly* of last fall. Doris Patee, formerly of the Hampshire Bookshop, Northampton, Mass., now doing special promotion work for the Publishers' Association, prepared the pamphlet.

Although the opportunity for fresh displays will be stressed in this SPRING BOOK SHOW, the whole Spring offers opportunities for the bookseller whose interest is in developing this department. First comes the interest in outdoor books, nature study, camping, athletics, etc. Then comes May with graduation time and the opportunity to suggest the right book for each child who moves from one grade to another. Then comes June with vacation just at hand and the need of having a variety of good reading in the summer homes and camps.

Books for Children



The Lost Cricket AND OTHER STORIES FOR CHILDREN

By HOWARD DEAN FRENCH

These stories are told with cleverness and charm, dignity and delicacy. The author takes some everyday human incident and gracefully weaves a story which is appealing and compelling, and yet does not create the impression that he is preaching. Net, \$1.50

Slings and Sandals

By HUBERT WHITEHEAD

A story of boys and girls who lived in Jesus' time—of Joel, whose father was head of the Sanhedrin, and of John, whose father was a trader—and of the children's contact with the friends of Jesus and with the Master himself. Net, \$1.00

Sir Gregory's Lamp

AND OTHER STORIES

By IVAN R. WELTY

"The stories are derived from, or are akin to old Christian legends. They have the charm and the perennial truth of the great myths."—The Churchman. Net, \$1.50

The Dream Hills of Happy Country

By ETHEL and FRANK OWEN

"These stories are for children and about children, but adults may read and enjoy them, too. Anyone will enjoy reading about Searchlight Bill, how the moon got tangled in the tall tree, lovely little Jimmie, and the rest."—Chicago Schools Journal.

Illustrated. Net, \$1.50

Coat Tales from the Pockets of the Happy Giant

By ETHEL and FRANK OWEN

"The Happy Giant draws wonderful things out of his many pockets, around which the stories in this unusual book are centered."—New Outlook.

Illustrated. Net, \$1.00

Baby Hippo's Jungle Journey

By FRANCES J. FARNSWORTH

"It takes the reader upon a get-acquainted trip with the animals of land, sea, and air. It starts with the experience of a baby hippo who wanted to be a giraffe and ends with the underground army, which is nothing less than earthworms."—American Agriculturist. Illustrated. Net, \$1.00

Mr. Possum Visits the Zoo

By FRANCES J. FARNSWORTH

"A group of bright stories about curious creatures of the animal world and their unusual ways and tricks."—Watchman-Examiner.

Illustrated. Net, 75 cents

THE ABINGDON PRESS

NEW YORK

CINCINNATI

CHICAGO

Boston

Detroit

Pittsburgh

Kansas City

San Francisco

Portland, Oregon





Spring Children's Books

"THE STIR OF NATURE"

by William H. Carr, from the *Oxford University Press*, seems a fitting volume with which to begin this rapid survey of the high spots in spring juvenile publication.

Written by an instructor in the Museum of Natural History, and fully illustrated, this book is for young and coming naturalists who want to know why a rabbit is not a duck, why and how pollywogs turn into frogs, etc. Though the book deals exclusively with that part of nature which manifests itself in animals, birds, reptiles and insects, a companion volume is to follow later dealing with the flower-shrub-rock side of nature. "Along the Shore," written and illustrated by Eva L. Butler and published by *John Day*, is a guide for young people who spend their summers by the sea and find jelly-fish, sea-horses and the like worthy of more intimate investigation.

Continuing this nature interest, *Knopf* has a book for younger children, "Under the Pig-Nut Tree," told and illustrated in color by Berta and Elmer Hader. This is the first of four nature books to be written by the Haders. The book is recommended especially for kindergartens and libraries. "Holiday Meadow" by Edith M. Patch, with photographs and lucid descriptions of such natural phenomena as cows, bubble flowers, marmots, caterpillars and timothy grass, is an attractive *Macmillan* publication with a gay jacket and endpapers in yellow, blue and green.

Although Eric Fitch Daglish's "The Life Story of Birds" (*Morrow*) illustrated with his own woodcuts, is not primarily a children's book, its simplicity and good naturalism makes it valuable for those parents who are interested in buying the best. "Featherland" by Etta Corbett Garson (*McBride*) is a story of a personalized flock of birds, with illustrations by the author.

W. Maxwell Reed's "Earth for Sam" (*Harcourt, Brace*) for children between the ages of 10 and 16 tells the story of the earth from the beginning of history. 250 photographs with their titles make a connected account which can be read separately. Reed, formerly a professor of astronomy at Harvard, wrote the story for nine-year-old Sam Reed,—which reminds us of an unusual *Harper* publication, "The Thackeray Alphabet."

Nearly a hundred years ago William Makepeace Thackeray printed and illustrated the letters of the alphabet for one Edward Chadwick, a small boy of about five who could not learn them, and "No wonder," said Mr. Thackeray, "it is such a very dull thing . . ." The result of his sympathy for the lad was a charming alphabet book.

It is interesting to compare with this old-fashioned alphabet book a modern interpretation of the alphabet letters which falls into line with the current vogue of presenting the prehistoric world to the child. This modern book, "The Jaw-Breaker's Alphabet" has been written by Eunice and Janet Tietjens and is illustrated by Hermann Post. As in Thackeray's book there are verses for each letter and also full-page illustrations of the prehistoric beasts and beasties which flourished



"Pal" by Alexandra Jenkins, *Appleton*



An illustration for
"The Pig-Nut Tree"
Knopf

in an ancient past. *Albert and Charles Boni* publish the book.

"The World's Family" (*Oxford University Press*) by Helen Corke, with an introductory chapter by Katharine Lee Bates, does for the ancient family of man what "The Jaw-Breaker's Alphabet" and "The Earth for Sam" do for nature.

James Daugherty, already well known for his drawings for children's books, has illustrated two volumes on the spring lists. "Judy of the Whale Gates" by Elizabeth Burrows (*Doubleday, Doran*) has a color frontis and endpapers by Daugherty, and Henry Chapin's "Johnny Appleseed," published by *Coward-McCann*, has a Daugherty frontispiece, endpapers and several full-page drawings.

Books about dogs are always in favor. "Pal: The Story of an Airedale" by Alexandra C. Jenkins, with illustrations by Kurt Wiese, who, it will be remembered, decorated Mukerji's "Hindu Fables," a *Dutton* juvenile of last fall, is published by *Appleton*. "The Mongrel Puppy Book" from the *Oxford University Press* was written by Cecil Aldin and is a companion volume to "The White Puppy." "Garra the Hunter" by Herbert Best (*Doubleday, Doran*) illustrated by Erick Berry is the story of the son of a Hill tribe chieftain and his great dog, Kon, both of whom find adventure in West Africa.

Lois Lenski leads the list of picture-books with her "The Picture Book of Washington" to be published in May by *Coward-McCann*. The book concerns itself with further adventures of Jimmy and Joan, the two young travelers who first made an appearance in

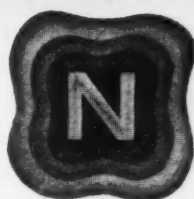
"The Wonder City." Other picture-books for very young children are "A Picture Book of a Big City" told and illustrated by Madeleine Bunzel, (*Knopf*); "A B C for Every Day" by Helen Sewell, "How the Derrick Works" by Wilfred Jones and "Picture Book of Ships" by Peter Grim-mage,—all three issued by *Macmillan*.

Adventure stories for older boys and girls include "Red Coats and Blue" by Harriette R. Campbell, from *Harper*,—a picture of the Revolutionary War; "At Midnight," a mystery for girls by Louise Platt Hauck, *Bobbs-Merrill*; "Gleaming Rails" by Graham M. Dean and "Treasure Trove of Pirate Stories" by Ramon Wilke Kessler, both from *Appleton*; "The Carved Sea Chest" by James A. Braden, from *Harper*; "At the Sign of the Wild Horse" by Louise Seymour Hasbrouck, *Century*; "With Morgan on the Main" by C. M. Bennett, *Dutton*; "The Jinx Ship" by Howard Pease, "The Disappearance of Anne Shaw" by Augusta Huiell Seaman and "Upstairs, Downstairs" by Edith Bishop Sherman,—these last three being titles in *Doubleday, Doran's Windmill Books*. "Kah-Da," also a *Doubleday* title, by Donald MacMillan, famous Arctic explorer, records the adventures of a North Greenland Eskimo boy. "The Flight of the Heron" by D. K. Broster, illustrated by Helene Carter, published by *Coward-McCann* is an adventurous romance of love and chivalry by a popular English writer.

Faith Baldwin has written a story for high-school girls, "Judy, A Story of Divine Corners," published by *Dodd, Mead*. Elizabeth Coatsworth, author of the fascinating "The Sun's Diary" has a new



A James Daugherty drawing from "Johnny Appleseed."
Coward-McCann



is for Naosau'rus

Whose beauty was worthy of praise.

His frill was the latest wrinkle

In early Permian days.

story "The Boy with the Parrot" on the *Macmillan* list. Especially for older girls is "The White Lady" by Marcia Macdonald, from *Lippincott*.

Rose Fyleman, always a favorite, has composed "Tea Time Tales," a collection of poems, stories chiefly about fairies, rabbits, elves etc., which is being issued by *Doubleday, Doran*. More poetry is contained in a volume from *Thomas S. Rockwell Company*, "Around A Toadstool Table" by Rowena Bastin Bennett. The book is copiously illustrated in black and white by Lucille Webster Holling.

Lynd Ward, author of the first American wood-cut novel, "Gods' Man" (*Cape and Smith*) has illustrated an *Appleton* book "Wonder Flights of Long Ago" by Mary Elizabeth Barry and Paul R. Hanna. For boys of an inventive, mechanical nature *Harper* offers "Gasoline Engine Book for Boys." For very young boys who have displayed an interest in airplanes, *Macrae, Smith Company* supply "The Little Toy Airplane" by Inez Hogan.

Carl Claudy has "The Girl Reporter" on the *Little, Brown* list, and *Lothrop Lee & Shepard Co.*, announce an impressive number of series for boys.

"The Jawbreaker's Alphabet," *Boni*

"The Thackeray Alphabet," *Harper*

E.e.



E. stands for Eddy, & for him I took
Pains to compose this entertaining
book.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

NOW is the time to feature travel books for the annual summer exodus to Europe. Several good new ones and some revisions of standard guides appear in this Weekly Record. "The Satchel Guide to Europe," Rolfe and Crockett is in its fiftieth year of service to travelers; new editions of Baedeker's "London and Its Environs" and "Hill Towns of Italy," by Williams appear; Schoonmaker adds an economical guide to Germany to his Traveler's Series. Alaska is becoming more and more popular with tourists, too. Three books on that interesting country are listed this week: Sheldon's "The Wilderness of Denali"; "Sitka, Portal to Romance" by Willoughby; and Clark's "History of Alaska."

Travel reading for youngsters is represented by an account of a summer's rambles in Ireland by Alison Murphy, a fifteen year old Girl Scout. There is always a demand for good new juvenile fiction—see Hauck, "At Midnight"; Campbell, "Red Coats and Blue"; Hogan, "The Little Toy Airplane"; Jenkins, "Pal, the Story of an Airedale." Fraser's tales of air heroes appear in a revised, up-to-date edition.

Another seasonable volume contains some new gardening articles by Mrs. Francis King, noted expert. While "The Green Pastures" by Connelly may sound like an outdoor book, too, it is not, but

it is the play that all New York is talking about and trying to get tickets for.

Carl Ackerman, famous newspaper man, has written a biography of George Eastman, manufacturer and philanthropist. A long awaited life of Beethoven in the form of a novel, by Chotzinoff, at last makes its appearance. Popular novelists, with new books this week are Rinehart, Train and Hyman and Lester Cohen, the last named the author of "Sweepings."

There are a variety of other volumes, which should reap profits for the bookseller as there should be a general sale for them as well as sales to special customers, whom they will bring to mind. Proust has now been made available to a larger group by a popular-priced edition of his novel, "Remembrance of Things Past." Five volumes are now ready at \$2.50 each, and the set will be completed within a short time. There is a very amusing collection of what the compilers, Lewis and Lee call "bad" verse, specimens of work that should not add to the fame of some of the great English and American poets. "Seductio ad Absurdum" by Hahn, is a new offering in the field of humor. For the first time in a popularly priced edition is a complete and definitive collection of the poems of Stephen Crane. Professor J. Arthur Thomson is the author of a general introduction to modern science, written in popular vein.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of March 15, 1930

Abbott, Jane Ludlow Drake [Mrs. Frank Abbott]

Beggarman; a novel. 314p. D c. Phil., Lippincott \$2

Adopted by a selfish woman and left her heiress at twenty-one, Alice decides to find her own poor family again, through whom she meets the second of the two men who influence her life.

Ackerman, Carl William

George Eastman; introd. by Edwin R. A. Seligman. 540p. il. O c. Bost., Houghton \$5

The life story of the man who originated modern film photography and made it a commercial success. It also interprets him as an important factor in American economic life and education.

Aldington, Richard

Love and the Luxembourg [lim. ed.]. '30 N. Y., Covici, Friede \$10

Allen, Alexander Viets Griswold

The continuity of Christian thought; a study of modern theology in the light of its history; introd. by William Lawrence; new ed. 456p. (bibl. footnotes) D '30 c. '84, '12 Bost., Houghton \$2.50

Austin, Maude Mason

Annals of the desert. 105p. il. D [c. '30] Bost., Stratford \$2

Photographs of scenes in the American southwestern desert, with descriptive text.

Ayrinhac, Henry A., D.D.

General legislation in the New Code of Canon Law; general norms; ecclesiastical persons in general. 384p. D '30 c. '23 N. Y., Longmans \$3

Baedeker, Karl, firm, publishers, Leipzig

London and its environs; handbook for travellers; 19th rev. ed. 626p. (2p. bibl.) maps (col.), diagrs. (pt. col.) S '30 N. Y., Scribner flex. cl. \$5.50

Baird, John F.

Make-up; a manual for the use of actors, amateur and professional. 165p. diagrs. D c. N. Y., S. French \$1.50

Barnes, Irston R.

Public utility control in Massachusetts; a study in the commission regulation of security issues and rates. 249p. (3p. bibl.) O (Yale pub'ns. in economics, social science and gov't, 2) c. New Haven, Conn., Yale \$3

Beach, Rex Ellingwood

Don Careless, and, Birds of prey. 340p. D (Copyright fiction) [c. '28] N. Y., [Burt] 75 c.

Bean, Ellis P.

Memoir of Col. Ellis P. Bean; written by himself, about the year 1816; postscript by Mattie Austin Hatcher [lim. ed.]. il. D '30 Dallas, Tex., B'k. Club of Texas \$9.50

Bender, Harold S.

Two centuries of American Mennonite literature; a bibliography of Mennonitica Americana, 1727-1928. 193p. il. O (Studies in Anabaptist and Mennonite hist. no. 1) '29 c. Goshen, Ind., Mennonite Historical Soc., Goshen College \$3

Berenson, Bernhard

The Italian painters of the Renaissance; rev. ed. 340p. il. D '30 N. Y., Oxford \$4.50

Bernard, Edward Russell

Sermons and lectures; selected from the remains of the late Edward Russell Bernard. 232p. (bibl. footnotes) D '29 [N. Y., Macmillan] \$2.40

Book of common prayer (The), according to the use of the Protestant Episcopal Church in the United States of America; together with The Psalter or Psalms of David [clear-type ed.]. 640p. il. (col. front.) T [n. d.] Milwaukee, Morehouse Pub. Co. \$1.75-\$3, bxd.

Boyden, Polly Chase

Toward equilibrium. 59p. O c. N. Y., Covici, Friede \$2

This volume is composed of the poems previously published in various magazines.

Braun, Paul G.

Figure composition. 63p. il., diagrs. Q [c. '30] Pelham, N. Y., Bridgman \$2.50
A book on figure drawing for the artist.

Brent, Stephen

Three half moons. 308p. D c. N. Y., McBride \$2.50

A novel of the Italian Renaissance, laid in Florence, with many characters of historic importance.

Breslich, Ernst Rudolph

Ninth-year mathematics [rev. ed. under new title]. 328p. il., diagrs. D '30, c. '25-'30 N. Y., Macmillan \$1.20

Briggs, Thomas Henry

The great investment; secondary education in a democracy. 153p. (bibl. footnotes) S (Ingilis lecture, 1930) c. Cambridge, Mass., Harvard \$1.50

Dr. Brigg's analysis of public high schools in this country and his severe arraignment of the private schools aroused much comment and disagreement when his lecture was delivered at Harvard.

Buranelli, Prosper, and others

The crossword puzzle book; fifteenth ser. 132p. D c. N. Y., Simon & Schuster \$1.35

Bury, John Bagnell, and others, eds.

The Cambridge medieval history; v. 6, Victory of the Papacy. 1088p. (11p. bibl., bibls.) maps (pt. col.) O '29 N. Y., Macmillan \$14

Bickersteth, Cyril

The gospel of an artist and physician; brief studies and notes for meditation on S. Luke. 118p. D [25] Milwaukee, Morehouse Pub. Co. pap. 60 c.

Brittain, Alfred

Signs of life; instructions for those members of the Holy Catholic Church commonly known as Episcopalians. 16p. T [c. '30] Milwaukee, Morehouse Pub. Co. pap. 5 c.

Campbell, Mrs. Harriette Russell

Red coats and blue; a story of a British girl in the American Revolution; il. by Marguerite De Angell. 331p. il. (col. front.) D c. N. Y., Harper \$2

Gretta is virtually held prisoner in a Quaker home in Boston.

Carre, Jean Marie

The frail warrior; a life of Robert Louis Stevenson; tr. by Eleanor Hard. 309p. O c. N. Y., Coward-McCann \$3

A biography translated from the French.

Carroll, Lewis, pseud. [Charles Lutwidge Dodgson]

Alice's adventures in Wonderland; il. by John Tenniel. 154p. S (New era ed.) [n.d.] N. Y., Pitman 75 c.

Printed in the intermediate stage of Pitman's shorthand.

Chambers, Whitman

Navy wives. 312p. D [c.'30] N. Y., Henkle \$2

The gay life of a group of navy officers and their wives at a naval base in Panama is shadowed by a submarine accident.

Chamson, André

The crime of the just; tr. by Van Wyck Brooks. 238p. D c. N. Y., Scribner \$2

A story of a mountain village in southeastern France, ruled in patriarchal fashion by the Arnal family known as "the just."

Chotzinoff, Samuel

Eroica; a novel based on the life of Ludwig van Beethoven. 312p. D c. N. Y., Simon & Schuster \$2.50

By the music critic of the New York World.

Clark, Dora Mae

British opinion and the American Revolution. 316p. (9p. bibl.) O (Yale historical pubn's., miscellany, 20) c. New Haven, Conn., Yale \$3

Clark, Henry W.

History of Alaska. 218p. (bibl. footnotes) il. maps O c. N. Y., Macmillan \$2.50

A balanced view of this territory; its past and present problems and its economic development.

Cohen, Hyman, and Cohen, Lester

Aaron Traum. 413p. D c. N. Y., Liveright \$2.50

A novel which tells of the poverty and hardships experienced by an immigrant Russian Jew in New York, and of his final success as a sculptor in wood.

Connelly, Marcus Cook

The green pastures; a fable; suggested by Roark Bradford's sketches "Ol' Man Adam an' His Childun." 189p. D [c.'29] N. Y., Farrar & Rinehart \$2

The play which is the theatrical sensation of New York.

Connely, Willard

Brawny Wycherley, first master in English modern comedy. 362p. (7p. bibl.) il. O c. N. Y., Scribner \$3

This biography of Will Wycherley, poet and playwright, paints a vivid picture of London at the time of the Restoration.

Conwell-Evans, T. P.

The League Council in action; a study of the methods employed by the Council of the League of Nations to prevent war and to settle international disputes. 304p. O '29 N. Y., Oxford \$4.50

Crane, Stephen

The collected poems of Stephen Crane; ed. by Wilson Follett. 132p. D '30, c. '95-'30 N. Y., Knopf \$2.50

Crockett, William D.

A satchel guide to Europe; 50th annual ed. 704p. (43p. bibl.) maps (pt. col.) S '30, c. '72-'30 Bost., Houghton flex. fab. \$5

Crofts, Freeman Wills

The cask. 327p. D (Copyright fiction) [c.'24] N. Y., Burt 75 c.

Cross, Tom Peete, and others, eds.

Good reading for high schools—Adventure. 503p. il. (col. front.), maps O [c.'30] Bost., Ginn fab. \$1.92

The first volume in a new series, which will provide a complete course in literature for the four years in high school. It contains "Kidnapped," "The Lady of the Lake," "Enoch Arden," "The Tempest" and numerous shorter selections, both prose and poetry.

Cushing, Catherine Chisholm

Jerry; a comedy in three acts. 90p. diags. D (French's standard lib. ed.) c. '12, '30 N. Y., S. French pap. 75 c.

Dahlberg, Edward

Bottom dogs; introd. by D. H. Lawrence. 286p. D c. N. Y., Simon & Schuster flex. cl. \$2.50

The story of Larry Lewis, his wanderings about the country, is told with grim realism.

Daingerfield, Foxhall

The house across the way. 257p. D (Copyright fiction) [c.'27, '28] N. Y., Burt 75 c.

Dalaker, Hans H., and Hartig, Henry E.

The calculus. 254p. il. O '30 N. Y., McGraw-Hill \$2.25

Davis, H. P.

Black democracy; the story of Haiti; 2nd ed. rev. 389p. (4p. bibl.) il. maps O '29 N. Y., Dial Press \$5

Chamberlain, Mary C.

Library work with the blind; 2nd ed. rev. 8p. (bibl.) D (Manual of lib. economy, 30) '30 Chic., Amer. Lib. Ass'n pap. 35 c.

Claggett, Ralph P.

The half of my goods; an Easter play. 24p. [c. '30] N. Y., Abingdon pap. 30 c.

Coombs, Whitney

Taxation of farm property. 74p. (bibl.) maps.

diags. O (U. S. Dep't of Agri., technical bull. no. 172) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 15 c.

Courtis, Stuart Appleton, ed.

Quantitative measurement in institutions of higher learning. 262p. (40p. bibl.) O (Studies in educ., no. 18) [c.'30] Chic., Univ. of Chic. Press pap. \$1.50

Crook

Aids to orthopedic surgery. 240p. S '30 N. Y., Wm. Wood \$1.50

Day, John Percival

An introduction to the money and banking system of the United States. 128p. (bibl. footnotes) diagrs. D c. N. Y., Macmillan

\$1.60

An impartial analysis, originally presented for Canadian students.

Defenbach, Byron

Red heroines of the Northwest. 231p. il., maps D '29 Caldwell, Idaho, Caxton Printers

\$2.50

Dennett, Mrs. Mary Ware

Who's obscene? 314p. diagrs. O [c.'30] N. Y., Vanguard Press

\$2.50

Mrs. Dennett, whose indictment and trial for obscenity in circulating a pamphlet "The Sex Side of Life" caused such widespread discussion last year, here gives the full history of her case. The text of the pamphlet itself is included in the book.

Deutsch, Babette [Mrs. Avrahm Yarmolinsky]

Fire for the night. 83p. O [c.'30] N. Y., Cape & Smith

\$2

A third volume of poetry by the author of "Banners" and "Honey Out of the Rock."

Dork, Marjorie

Reduce where you need to. 63p. front. (por.) diagrs. S [c.'30] N. Y., Liveright

\$1

A beauty specialist explains her method of weight reduction for various bodily types.

Dutt, G. S.

A woman of India; being the life of Saroj Nalini by her husband; foreword by Rabindranath Tagore. 143p. front. (por.) D '30 N. Y., Macmillan

\$1.50

A biography of the woman who founded the Women's Institute Movement in India.

Edmunds, Murrell

Earthenware; a group of stories. 110p. D [c.'30] Lynchburg, Va., The Little B'kshop, 719 Church St.

\$2

Lynchburg, Virginia is the setting for these stories.

Ehrenborg, Ferd.

The ideal of the priesthood, as illustrated by the life of John Coassini of the German-Hungarian College in Rome; tr. by Rev. Frank Gerein. 287p. O '30 St. Louis, B. Herder

\$2.25

Eiker, Mathilde

The lady of stainless raiment. 340p. D (Copyright fiction) [c.'28] N. Y., Burt

75 c.

Elliott, Grace Loucks

Understanding the adolescent girl. 142p. (bibl., bibl. footnotes) D [c.'30] N. Y., Holt

\$1.25

To help teachers, leaders and parents in their relationships with girls during the adolescent period.

Emery, Steuart M.

Romance by request. 320p. D [c.'30] Phil., Macrae, Smith

\$2

A gay story of romance in a summer hotel on Cape Cod.

Eucharistic month (The); text and translation. 143p. T (Manuals of the inner life) [c.'30] [N. Y., Macmillan] \$1

Fargo, Lucile Foster

The library in the school. 478p. (bibl.) il., diagrs. D (Lib. curriculum studies) c. Chic., Amer. Lib. Ass'n.

\$2.50

A textbook for school librarians, based on a nation-wide survey of school libraries and library systems.

Fielding, Archibald

Murder at The Nook. 250p. D c. N. Y., Knopf

\$2

When young Mr. and Mrs. Layng moved into The Nook, they were horrified to find the body of an unknown girl under their kitchen floor. Inspector Pointer ultimately traces her murderer.

Flake, Arthur

The true functions of the Sunday school. 160p. D [c.'30] Nashville, Tenn., S. S. B'd. of So. Bapt. Convention

60 c.; pap., 40 c.

Fletcher, Joseph Smith

The Golden Spur. 343p. D (Copyright fiction) [c.'28] N. Y., Burt

75 c.

Fowler, Gene

Trumpet in the dust. 357p. D [c.'30] N. Y., Liveright

\$2.50

A different view of newspaper life and its effect on a brilliant but dissatisfied young reporter who loves two women, one of them his wife.

Fowler, Sir James Kingston, M.D.

The Sthenics; the chord invisible. 81p. (bibl. footnotes) D '30 [N. Y.] Macmillan

bds. \$1.40

An essay on those who are, "as regards the various manifestations of the activities of their nervous system, more highly sensitized than others."

Fraser, Chelsea Curtis

Heroes of the air; rev. ed. 578p. il., maps D [c.'26-'30] N. Y., Crowell

\$2

Frederick, Empress

Letters of the Empress Frederick; ed. by Frederick Ponsonby [cheaper ed.]. 492p. il. O '30, c.'28 N. Y., Macmillan

\$4

Friend, Oscar Jerome [Owen Fox Jerome, pseud.]

Bloody ground. 343p. D (Copyright fiction) [c.'28] N. Y., Burt

75 c.

Fulcher, Paul M.

Guests of summer. 427p. D c. N. Y., Macmillan

\$2.50

The life of Jack Amory, laid in the middle-west, in Paris, and at the front, and the girl who influences it.

Gardner, Anne

The love coward. 304p. D [c.'30] N. Y., Clode

\$2

The story of Marvel Steele, who treated all men as enemies and used the weapons of her sex to conquer them.

Dominge, Charles Carroll, and Lincoln, Walter O.

Fire insurance inspection and underwriting; 4th ed. 1158p. il. S [c.'29] N. Y., Spectator Co., 243 W. 39th St.

fab. \$6.50

Elton, Oliver

Chekhov. 24p. O (Taylorian lecture 1929) '29 N. Y., Oxford

70 c.

Eva Mary, Rev. Mother

Transfigured tales; talks to children in the Chapel of the Transfiguration, Glendale, Ohio. 27p. O (Stratford b'klets) [c.'30] Bost., Stratford pap. 50 c.

Fuller-Maitland, J. A.

Schumann's concerted chamber music. 48p. T (Musical pilgrim) '29 N. Y., Oxford

pap. 75 c.

Garner, James Wilford, and Capen, Louise Irving

Our government; its nature, structure, and functions. 671p. (bibls.) il., maps, diagrs. D [c.'30] N. Y., Amer. B'k. \$1.80
A textbook for schools.

Garrett, Paul W., and MacCormick, Austin H., eds.

Handbook of American prisons and reformatories, 1929. 1082p. (3p. bibl.) O [c.'29] N. Y., Nat'l. Soc. of Penal Information, 114 E. 30th St. \$4

The third issue of this handbook, which gives essential information and statistics about all the penal institutions in the United States, with general comment upon conditions in each one.

Garver, John Anson

John William Sterling, class of 1864 Yale College; a biographical sketch. 113p. il. O '29 c. [New Haven, Conn.] Yale \$2

Gissing, George

Will Warburton; a romance of real life. 278p. T (World's classics, no. 346) '30 N. Y., Oxford 80 c.

Glaspell, Susan [Mrs. Norman Matson]

Brook Evans. 312p. D (Copyright fiction) [c.'28] N. Y., Burt 75 c

Glassman, Don

Jump; tales of the Caterpillar Club. 335p. il. O c. N. Y., Simon & Schuster \$3

The history of the parachute and many thrilling experiences of members of an unofficial society made up of people who have saved their lives by forced jumps from planes or balloons.

Gluck, Sinclair

The man who never blundered. 304p. D (Copyright fiction) [c.'28, '29] N. Y., Burt 75 c.

Godwin, H.

Plant biology; an outline of the principles underlying plant activity and structure. 274p. diagrs. D '30 [N. Y., Macmillan] \$2.90

Gollock, Georgina A.

At the sign of the Flying Angel; a book of the sailor at the coastline. 255p. (bibl. footnotes) il., maps D '30 N. Y., Longmans \$2

About English merchant marine-men on shore in all parts of the world and what Christian missions do for them.

Goodwin, Geraint

Conversations with George Moore. 185p. O c. N. Y., Knopf bds. \$3

The author of "Hail and Farewell" has authorized the publication of this book by a young Welsh journalist. It contains valuable literary criticism and views on many subjects.

Greengrass, H. W.

The discount market in London; its organization and recent development. 195p. O [n. d.] N. Y., Pitman \$2

Grodinsky, Julius

Railroad consolidation; its economics and controlling principles; introd. by Emory R. Johnson. 350p. maps O (Appleton's transportation ser.) c. N. Y., Appleton \$3.50

An analysis of the merits of the consolidation movement in American railroad transportation, written from the business standpoint.

Gruelle, John B.

All about story book. 64p. il. (col.) O (All about ser.) '29 N. Y., Cupples & Leon \$1.50

Hahn, Emily

Seductio ad absurdum; the principles and practices of seduction; a beginner's handbook. 223p. nar. D c. N. Y., Brewer & Warren \$2

Humorous dialogs, which vary to suit the type of principal and subject.

Halifax, Charles Lindley Wood, 2nd viscount, ed.

The Conversations at Malines, 1921-1925; original documents. 308p. D '30 [Milwaukee, Morehouse Pub. Co.] \$1.40

Documents, giving an account of the four conversations held at Malines, at which Cardinal Mercier presided.

Hall, Sir Alfred Daniel

The book of the tulip. 224p. (bibl.) il. (pt. col.) diagrs. O [n. d.] N. Y., Stokes \$5

Information about the tulip for the gardener or lover of flowers who wishes to know about the scientific as well as the cultural aspects of this flower.

Halle, Mrs. Rita Sulzbacher

Which college? rev. ed. 327p. D '30, c. '28, '30 N. Y., Macmillan \$2.50

Hammond, Hala Jean

Sun-dial [verse]. 116p. D '29 N. Y., J. T. White & Co., 70-5th Ave. bds. \$1.50

Hanson, Arthur W.

Problems in auditing. 754p. O '30 N. Y., McGraw-Hill \$6

Hauck, Mrs. Louis Platt

At midnight; a mystery story for girls. 290p. il. D [c.'30] Ind., Bobbs-Merrill \$2

Concerning the mysterious happenings which befall a group of young people during their summer vacation in a cabin in the Rocky Mountains.

Hogan, Inez

The little toy airplane. no p. il. (pt. col.) obl. S [c.'30] Phil., Macrae, Smith \$1.50
A story, with many pictures, for small children.

Goodman, Herman

Sanitation, hygiene, bacteriology and sterilization. 157p. D (Cosmetic handbk ser.) '29 N. Y., Medical Lay Press \$3.50

Hague, B.

Electromagnetic problems in electrical engineering; an elementary treatise on the application of the principles of electromagnetism to the theory of the magnetic field and of the mechanical forces in electrical machinery and apparatus. 374p. il. O (Oxford technical pub'ns) '29 N. Y., Oxford \$10

Heaton, Willis E.

Heaton on surrogates' courts; v. 5; 5th ed. 442p. O '30 Albany, N. Y., M. Bender \$36 set

Herrick, Cyril Allyn, and Haight, Charles F., comps.

A genealogy of the family of Devereaux of the line of Jonathan Devereaux born in Wethersfield, Connecticut, November 7, 1716 [lim. ed.]. 272p. il. O '29 c. Lansing, Mich., Chas. F. Haight, 119 E. Elm St. buck. \$5.50

Hervey, Lord Francis, ed.

The history of King Eadmund the Martyr and of the early years of his abbey. 70p. front. O (Corpus Christi College, Oxford MS. 197) [n. d.] N. Y., Oxford \$2.50

Hirshberg, Herbert S.

Elements of the library plan. 16p. (bibl.) D (Manual of lib. economy, 10) '30 Chic., Amer. Lib. Ass'n pap. 35 c.

Hogben, S. J.

The Muhammadan Emirates of Nigeria. 220p. maps O '30 N. Y., Oxford \$3.50

Hollister, Richard Dennis Teall, ed.

Literature for oral interpretation. 768p. O '29 c. Ann Arbor, Mich., Geo. Wahr \$3.60
For college students.

Horton, Walter Marshall

Theism and the modern mood; introd. by William Adams Brown. 202p. (bibl. footnotes) D c. N. Y., Harper \$2

Unwilling to accept humanism as a system of religious thought, Dr. Horton formulates a theistic theology which is also scientific and humane.

Hudson, Stephen

A true story. 565p. O c. N. Y., Knopf \$3.50

This novel of Richard Kurt and the three women who shaped his tragic life is based upon material contained in four previous volumes by the author.

Hull, Helen Rose

The asking price. 370p. D c. N. Y., Coward-McCann \$2.50

Over a period of years Oliver Gilbert's practical wife changes him from a budding genius to a "good provider." The scene is an American college town.

Hurn, Philip Dutton, and Root, Waverley Lewis

The truth about Wagner. 313p. (6p. bibl.) il. O c. N. Y., Stokes \$3

The discovery of the Burrell collection of Wagnerian manuscripts including the famous "lost letter," made possible this new interpretation of the musician's life, which is a radical departure from the generally accepted version.

Hurst, Fannie [Mrs. Jacques S. Danielson]

A president is born. 484p. D (Copyright fiction) [c. '28] N. Y., Burt 75 c.

Jenkins, Alexandra C.

Pal; the story of an Airedale; il. by Kurt Wiese. 95p. D c. N. Y., Appleton \$1.50

An Airedale puppy tells of his adventures in this story for children.

Johannsen, Ernst

Four infantrymen; tr. by A. H. Wheen. 220p. D '30, c. '29, '30 N. Y., Alfred H. King \$2

The author recounts his experiences as a German private during the terrible summer of 1918 in this story of four infantry comrades.

Jones, Llewellyn

How to read books. 229p. D [c. '30] N. Y., Norton \$2.50

Valuable suggestions to aid the reader in the enjoyment and understanding of books.

Jonson, Ben

The masque of queenes [facsimile ed., lim.]. il. '30 N. Y., Viking \$22

Joseph, Rev. Morris

The spirit of Judaism; sermons preached chiefly at the West London Synagogue. 338p. D '30 N. Y., Bloch Pub. Co. \$2.50

Kallen, Horace Meyer

Indecency and the seven arts; and other adventures of a pragmatist in aesthetics. 261p. (bibl. footnotes) O c. N. Y., Liveright \$2.50

Essays on the arts and the place of the critic and censor in regard to them.

Keats, John

The poems and verses of John Keats; 2 v.; ed. by John Middleton Murry [lim. ed.]. '30 N. Y., Viking \$25

Kelland, Clarence Budington

Knuckles. 289p. D (Copyright fiction) [c. '26-'28] N. Y., [Burt] 75 c.

Keppler, Bp. Paul Wilhelm von

The Passion; a sheaf of sermons selected from the writings; tr. by Aug. F. Brockland. 441p. O '30 St. Louis, B. Herder \$1.75

King, Mrs. Francis [Louisa Yeomans King]

From a new garden; introd. by A. P. Saunders. 233p. (bibl.) il. D '30, c. '28-'30 N. Y., Knopf \$3

Talks on flowers and gardening, that follow, in informal fashion the seasons of the year, by a noted writer and horticulturalist.

Koch, Antony, D.D.

A handbook of moral theology; ed. by Arthur Preuss; v. 4, Man's duties to God; 3rd rev. ed. 427p. O '30 St. Louis, B. Herder \$2.50

Kraft, Carl, and Starkweather, Louis P.

Analysis of industrial securities. 321p. O '30 N. Y., Ronald Press \$5

Kyte, George Cleveland

Modern methods speller. 122p. D [c. '30] Newark, N. J., Silver, Burdett 56 c.

La Dame, Mary

The Filene store; a study of employes' relation to management in a retail store. 541p. D (Industrial relations ser.) c. N. Y., Russell Sage Found. \$2.50

Lambart, Daphne

Shard. 298p. D c. N. Y., Putnam \$2.50
A story of the three Shards, two English girls and their brother, all egotists, whose relations with outsiders eventually all bring disaster.

Horlacker, James Levi

A year in the oil fields. 68p. D [c. '29] [Lexington, Ky., Kentucky Kernel Press] pap. apply

Huhner, Max

A practical treatise on disorders of the sexual function in the male and female; 3rd ed. 357p. (5p. bibl.) il. diagrs. O '29 Phil., F. A. Davis \$3

Humphrey, D.

Advanced mathematics for students of physics and engineering; pts. 1 and 2. diagrs. O (Oxford technical pub'ns) '29 N. Y., Oxford \$4.25

Jaggard, Walter R.

Brickwork and its construction; a text-book for all workers in brick. 330p. il. O (Oxford technical pub'ns) '29 N. Y., Oxford \$6

Kinnison, H. B.

The New England flood of November, 1927. 59p. (bibl. footnotes) il. maps. diagrs. O (U. S. Dep't of Int., water-supply pap. 636-C) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 30 c.

Kligler, Israel Jacob

The epidemiology and control of malaria in Palestine. 225p. (3p. bibl.) il. maps. diagrs. O [c. '30] Chic., Univ. of Chic. Press \$5

Lamond, Elizabeth, ed.

A discourse of the common weal of this realm of England; first printed in 1581 and commonly attributed to W. S. 280p. (bibl. footnotes) D '29 [N. Y., Macmillan] \$2
Reprinted from the edition of 1893.

Lehmann-Russbüldt, Otto

War for profits; tr. by Pierre Loving. 175p. (4p. bibl.) D '30, c. '29, '30 N. Y., Alfred H. King \$1.75

An indictment of the great armament manufacturers of the world.

Léman, A.

The church in modern times, 1447-1789; tr. by E. Cowell. 247p. O (Catholic lib. of religious knowledge, v. 3.) '30 St. Louis, B. Herder \$1.35

Lemonnyer, Rev. Fr.

The theology of the New Testament; tr. by Rev. W. A. Spence. 177p. O (Catholic lib. of religious knowledge, v. 5) '30 St. Louis, B. Herder \$1.35

Le Queux, William Tufnell

The Crinkled Crown. 320p. D [c. '29] N. Y., Macaulay \$2

An exciting romance of international intrigue and revolutionary plotting woven about a famous Russian crown of great value.

Lewis, Charles Lee

Admiral Franklin Buchanan, fearless man of action. 301p. (bibl. footnotes) il. (col. front.) maps O '29 c. Balt., Norman, Remington \$3.50

The life of the first superintendent of the naval academy at Annapolis.

Lewis, Dominic Bevan Wyndham, and Lee, Charles James, comps.

The stuffed owl; an anthology of bad verse. 268p. il. D ['30] N. Y., Coward-McCann bds. \$2.50

Believing that it is the more distinguished poets who supply the best bad verse, the compilers have combed the works of Byron, Wordsworth, Keats, Mrs. Browning, Longfellow, and many others, for these amusing examples. The illustrations are from the cartoons of Max Beerbohm.

Lewton, Val

The rogue song; il. with scenes from the photoplay. 247p. D (Copyright fiction) [c. '30] N. Y., Burt 75 c.

Locke, George Herbert

English history. 54p. (2p. bibl.) S (Reading with a purpose, no. 45) c. Chic., Amer. Lib. Ass'n 50 c.; pap., 35 c.

Lockwood, Francis Cummins

The life of Edward E. Ayer. 312p. il. (pt. col.) O '29 Chic., McClurg \$5, bxd.

Lodge, Sir Oliver Joseph

Energy. 124p. (2p. bibl.) S (New lib.) ['29] N. Y., Cape & Smith 60 c.

McClure, James Gore King, D.D.

The supreme book of mankind; the origin and influence of the English Bible. 227p. D (Bross lib., v. 14) c. N. Y., Scribner buck. \$1.75

The Bross lectures for 1929, delivered at Lake Forest University.

McFarlane, Leslie

Streets of shadow. 287p. D [c. '30] N. Y., Dutton \$2

A tale of the Montreal underworld. The Dutton prize mystery for April.

McPherson, Cameron

Letters that sell—and why. 250p. il. O [c. '30] Chic., Dartnell Corp. fab. \$3.75

An analysis of several hundred sales letters and sales letter campaigns which proved especially effective in getting results.

Mainage, Theodore

Immortality; essays on the problem of life after death; tr. by Rev. J. M. Lelen. 277p. O '30 St. Louis, Mo., B. Herder \$2.25

Malisoff, William Marias

A calendar of doubts and faiths. 359p. D c. N. Y., Watt \$2.50

The philosophy formulated by modern questioning of man and the universe.

Martins, J. P. de Oliveira

A history of Iberian civilization; tr. by Aubrey F. G. Bell; preface by S. de Madariaga. 312p. O '30 N. Y., Oxford \$5

Mathewson, Frank E., and Stewart, Judson L.

Notes for mechanical drawing; 2nd rev. ed. 104p. O '29 Milwaukee, Bruce Pub. Co. \$1.48

Méline, Pierre

The moral law of the family; tr. by Rev. Patrick Browne. 224p. O (Catholic lib. of religious knowledge, v. 6) '30 St. Louis, B. Herder \$1.35

Middleton, Thomas

A game at chesse; ed. by R. C. Bald. 181p. (bibl. notes) il. O '29 [N. Y., Macmillan] \$5

A pre-Restoration political satire, in the form of a drama, edited with comments on its historical background and texts, and many textual notes.

Le Gro, Albert Leland

Ceramics in dentistry; a text book dealing with the manipulation of porcelain, the technique and construction of porcelain jacket crowns for vital and pulpless teeth, and the technique of filling teeth with porcelain inlays; 2nd ed. 358p. il. diagr. O '29 B'klyn, N. Y., Dental Items of Interest Pub. Co. \$7.50

Lead poisoning. 37p. (bibl.) O c. N. Y., Amer. Public Health Ass'n pap. 75 c.

Liddell, E. G. T., and Sherrington, Sir Charles

Mammalian physiology; a course of practical exercises; new ed. 174p. il. diagrs. Q '29 N. Y., Oxford \$5.50

MacKenna

Aids to dermatology. 244p. S '30 N. Y., Wm. Wood \$1.50

Markwardt, L. J.

Comparative strength properties of woods grown in the United States. 38p. (bibl.) O (U. S. Dep't of Agri., technical bull. no. 158) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Merrill, George P.

Composition and structure of meteorites. 100p. (bibl. footnotes) il. O (Smithsonian Inst., U. S. Nat'l Mus., bull. 149) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 40 c.

Merritt, Arthur H.

Periodontal diseases; diagnosis and treatment. 299p. (bibls.) il. O c. N. Y., Macmillan \$4

Metropolitan Museum of Art

The H. O. Havemeyer collection; a catalogue of the temporary exhibition March 10-November 2. 121p. il. (pt. col.) O c. N. Y., Author pap. \$1

Morris, Harrison Smith

Confessions in art. 309p. il. O [c. '30] N. Y.,
Sears \$3.50

The reminiscences of the man who was, for nearly
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Mortier, R. P.

"Bonne mère," Rev. Mother Chupin, found-
ress of the Congregation of Our Lady of
Grace at Chatillon-sous-Bagneux. 273p. O '30
St. Louis, B. Herder \$2

Moyer, James A., and Wostrel, John F.

Practical radio construction and repairing;
2nd ed. 353p. il. D '30 N. Y., McGraw-Hill
\$2.50

Müller-Lyer, F.

The evolution of modern marriage; a soci-
ology of sexual relations; tr. by Isabella C.
Wigglesworth. 248p. (bibl. footnotes) O '30
N. Y., Knopf \$4

The evolutionary development of sexual relations
is traced through the clan, family and personal
epochs of marital behavior.

Murchison, Carl Allanmore, and others, eds.

The psychological register [directory of
psychologists]. 589p. (bibl.) O (Internat'l
univ. ser. in psych.) '29 Worcester, Mass.,
Clark Univ. Press \$6, bxd.

Murphy, Alison Barstow

Every which way in Ireland. 244p. il. D c.
N. Y., Putnam \$1.25

A fifteen year old Girl Scout's own story of the
summer she spent with her mother, father and two
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Neumann, Alfred

Guerra; tr. by Huntley Paterson. 332p. O
'30, c. '28, '30 N. Y., Knopf bds. \$3

A novel about an Italian revolutionist, who,
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leadership of a cause, renouncing even love and
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Nichols, Egbert Ray, ed.

Intercollegiate debates; v. 10. 424p. (bibl.)
D [c. '30] N. Y., Noble & Noble \$2.50

Seven questions, of national or international
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ing.

Norwood, Robert Winkworth

His Glorious Body. 249p. D c. N. Y.,
Scribner \$2

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Oppenheim, Edward Phillips

The interloper. 307p. D (Copyright fiction)
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162p. il. O c. '29 N. Y., Review Pub. Co.,
31 E. 17th St. buck. \$2

Orwin, C. S.

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Osgood, Herbert Levi

The American Colonies in the seventeenth
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Formerly published by the Macmillan Co.

Owen, Nicholas

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Houghton bds. \$3

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Keith of the border; a tale of the plains.
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'10] N. Y., Burt 75 c.

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Pawson, G. P. H.

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Cambridge University, 1926. 95p. (bibl. note)
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notes) D '30, c. '27, '30 N. Y., Knopf bds. \$2

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Vagrant verses. 158p. D '29 St. Marys,
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Nafe, Muriel

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plified. no p. D [c. '30] [Detroit, Mich., Author,
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Paper toys; bk. 2. 48p. il. (pt. col.) diags. Q
[c. '30] Peoria, Ill., Manual Arts Press pap. \$1.40

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Oxford \$5

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Univ. Pr. Co., 315 14th Ave., S.E. apply

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 Great apostle (Saint Paul), The. Stechan, H. O. \$2.50 *Trinity Pub'ns.*
 Great crusade, The. Wise, J. C. \$2 *Dial Press*
 Great investment, The. Briggs, T. H. \$1.50 *Harvard*
 Green pastures, The. Connelly, M. C. \$2 *Farrar & Rinehart*
 Guermantes way, The. Proust, M. \$2.50 *Boni*
 Guerra. Neumann, A. \$3 *Knopf*
 Guests of summer. Fulcher, P. M. \$2.50 *Macmillan*
 Hamilton. Smith, C. P. \$2.50 *Coward-McCann*
 Handbook of American prisons and reformatories, 1929. Garrett, P. W. \$4 *Nat'l. Soc. of Penal Information*
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- Letters of George Sand. \$4
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- Letters that sell—and why. McPherson, C. \$3.75
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- Memoir of Col. Ellis P. Bean. \$9.50
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Scribner
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- Within a budding grove. Proust, M. \$2.50
Boni
- Woman of India, A. Dutt, G. S. \$1.50
Macmillan

Old and Rare Books

Frederick M. Hopkins

IN a pamphlet of a hundred pages the Library of Congress has set forth a selection of books that it needs, including material in special fields of learning and bibliographical rarities. The statement says: "The Library of Congress as the National Library should contain not merely the substance of literature needed by the serious investigator; it should contain also material of distinction in a bibliographic sense; the first and variant editions, especially those significant in the development of a history of the typographic art; and it should, of course, be preeminent in Americana." Two grand divisions are

noticeable in this list of desiderata. It contains a large number of books which are in the possession of private collectors in this country and which have from time to time been sold at auction, books of great rarity and value, such as Edward Winslow's "Good News from New England," 1624, or the first and second editions of Philip Vincent's "Late Battell fought in New England," 1637 and 1638. Such books as these the library feels it cannot afford to buy, and they must be secured, if at all, by gift or bequest. The other noticeable feature of this desiderata list, George H. Sargent, in the Boston

Transcript, points out, "enumerates a very large number of Bibles, incunabula and classics which are in the famous Vollbehr Collection, a bill for the purchase of which is now before Congress. To have this collection come to the library in its entirety would wipe out some of the most important items in the desiderata list. The Gutenberg Bible, of course, is the greatest of the items desired, and unless the copy in the Vollbehr Collection is acquired now, the library is not likely to have this foundation-stone of a national library."

MAGGS BROS., of London, have just issued Catalog No. 533, "Incunabula, Books of the Fifteenth Century from the Presses of 100 Towns; Part I, including Towns of Austria, Belgium, Czechoslovakia, England and France." This part, which is the first of a series, comprises 113 examples. There is a frontispiece map, of Europe on which are indicated 259 towns in which printing occurred before the sixteenth century, where collectors may see at a glance the location of the great printing districts all the way from Cracow to Lisbon, and from Rostock to Messina. The catalog is profusely illustrated with reproductions of title-pages, wood-cut illustrations, text pages, colophons, printers' devices and bindings, and the historical and bibliographical notes are of the greatest interest and value. A list of contents shows that the part contains books of sixty-six printers and publishers located in eighteen towns, and there are further indices of the nationality of the printers, authors, subjects, and references to Hain. An introduction of eight pages is of special interest to collectors of incunabula. The series when completed will be invaluable for reference.

CHARLES F. HEARTMAN'S sales of Americana, at Metuchen, N. J., are more frequent than usual this season, and the interest and rarity of his material is well maintained. A few of the rarer lots in his sale of March 15 includes "A List of the Officers of the Illinois Regiment and of Crockett's Regiment, who have received Land for their services," etc., 4to, half roan, n.p. and n.d. \$92.50; E. Burrough's "A Declaration of the Sad and

Great Persecution and Martyrdom of the People of God, called Quakers, in New England," etc., small 4to, calf, London, 1660, \$102; A. B. Clark's "Travels in Mexico and California," etc., 12mo, original printed wrappers, Boston, 1852, \$95; Estwick Evans's "Pedestrian Tour of Four Thousand Miles through the Western States and Territories, during the Winter and Spring of 1818," 12mo, printed boards, Concord, 1819, \$101; Baron de Lahontan's "New Voyages to North America," etc., 23 maps, 2 vols., 8vo, London, 1703, fine copy of the first edition in English, \$135; "The Personal Narrative of James O. Pattie, of Kentucky, during an Expedition from St. Louis, through the Vast Regions between that place and the Pacific Ocean," etc., edited by Timothy Flint, 5 plates, 8vo, levant morocco, Cincinnati, 1833, \$130.

FIRST editions of English and American Authors of the eighteenth, nineteenth and twentieth centuries, the property of various owners, comprising 434 lots, were sold by the American Art Association, Anderson Galleries, Inc., on March 18 and 19, bringing \$10,720.50. A few representative lots and the prices realized were the following: Mallory's "The Noble and Joyous Book entitled le Morte Darthur," folio, morocco, Chelsea, 1913, one of 145 copies printed by the Ashendene Press, \$400; Voltaire's "Oeuvres," 54 vols., in 27, 18mo, old calf, Paris, 1829-34, used by Thomas Carlyle when writing his "Life of Frederick the Great," with many annotations in Carlyle's handwriting, \$210; Galsworthy's "The Forsyte Saga," 12mo, cloth, London, 1922, first issue of the first edition, \$80; Jenkins's "Naval Achievements of Great Britain," 4to, levant morocco by Revière, London, 1816-17, \$185; Kipling's "The Jungle Book" and "The Second Jungle Book," 2 vols., 12mo, cloth, London, 1894-95, first editions, \$240; Longfellow's "Hyperion," 2 vols., 8vo, original boards, New York, 1839, first edition, \$115; and Whitman's "Leaves of Grass," 12 mo, cloth, Brooklyn, 1856, Second edition, \$140. Many of the volumes were neither rare or in fair condition and occasional low prices naturally followed.

Communication

Harry Elkins Widener Memorial
Library,
Harvard University,
March 22, 1930.

Editor, *Publishers' Weekly*:

As a result of the Engel sale at the American Art Galleries, January 9, the market is being flooded with "Mine Own People" and "The Courting of Dinah Shadd," published by Hurst and Company.

You know as well as I that the date given to "The Courting of Dinah Shadd" was an error, that Kipling's letter referred to the Harper edition of 1890. Kipling probably had never heard of Hurst and Company, then.

I have examined carefully the Publishers' Trade List Annual from 1889 to 1903 for the Hurst publications and this is what I have found. If you think it is suitable, publish it for the benefit of the dealers. I have sent a similar article to the *Kipling Journal* which will reach all the Kipling collectors.

Very sincerely,

FLORA V. LIVINGSTON.

HURST AND COMPANY'S EDITIONS OF RUDYARD KIPLING'S WORKS

The Publishers' Trade List Annual from 1889 to 1903 has been examined for Hurst and Company's publications of Kipling's Works, with the following result:

Hurst and Company's address in 1889 and 1890 was "122 Nassau Street, New York;" from 1891 to 1893 their address was "134-136 Grand Street;" from 1894 to 1901 it was "135 Grand Street;" in 1902 it was changed to "395-399 Broadway."

The Company issued many Series and Libraries, each having a different binding by which it was known, and a cut of the binding was printed at the top of each Series or Library with the description.

Kipling's name does not appear in any of these Series or Libraries until 1898 (address 135 Grand Street). The list of Poets (red line, plain and padded) contains Kipling's "Poems." The *Gilt Top Library* contains three Kipling titles, the *New Argyle Series* contains one, the *Cambridge Classics* and the *Universal Library* contains six, each. There is also a set of Kipling, five volumes.

In 1899, "Mine Own People" was added to the *Gilt Top Library*. "Mine Own People" and "The Courting of Dinah Shadd" were added to the *Cambridge Classics*. The *Laurelhurst*, a new Series, contains six titles, the *New Argyle*, seven. The *Arlington Series*, the earliest series issued by Hurst and Company, which, began in 1890, did not contain any Kipling titles until this year (1899), when it contains the ten titles, all the Kipling except the poems which they published.

In 1900 a new series began, the *Emerson Series*, cloth, 16mo. This included the ten titles, among them "Mine Own People" and "The Courting of Dinah Shadd." The cut showing the binding is the same as that used in the Engel sale catalog, where the book was erroneously dated instead 1890 instead of 1900. In 1901 the binding was changed to a more ornate one; in 1902 the Series was discontinued in the lists.

"Mine Own People" which was sold January 26, 1928, in an English Collection, was wrongly dated 1891, and brought \$180. It belonged to the *Universal Library*, No. 233, with the address "135 Grand Street." The Company had this address from 1894 to 1901, but the Trade List shows that the Series had not yet reached No. 233 in 1901.

Auction Calendar

Saturday morning, April 5th, at 11 o'clock. Americana, rare books and pamphlets and a few choice autographs. (No. 215; Items 198.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

Catalogs Received

Art, history, biography, travel, poetry, drama, etc. Schulte's Book Store, Inc., 80 Fourth Ave., New York City.

Books on the West Indies, Jamaica and the slave trade. (No. 4; Items 496.) Robert Washington Oates, 37 Hitchin St., Baldock (Herts), England.

Books on ornithology. (No. 3; Items 1126.) Robert Washington Oates, 37 Hitchin St., Baldock (Herts), England.

Books on sport, including many interesting and scarce items on falconry, hunting, etc. (No. 2; Items 364.) Robert Washington Oates, 37 Hitchin St., Baldock (Herts), England.

Early American books and pamphlets, including selections of Americana, Confederate imprints and rare law items. (No. 8.) James Lewis Hook, 13 South Market Square, Philadelphia, Pa.

Early medical books. (No. 14; Part 9; Items 326.) R. Lier & Co., Lungarno Torrigiani 19, Firenze, Italy.

English literature, first editions, association copies, etc. (No. 129; Items 245.) Walter M. Hill, 25 East Washington St., Chicago, Ill.

First editions in original bindings, association items, etc. (No. 338; Items 519.) G. A. Van Noddall, Maple, Wis.

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Any titles by Bram Stoker.

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McCormick. The American Pioneer Reavis El Candal de Hidalgo.
Greene. Kansas Region.
Disturnell. Emigrants Guide to New Mexico.
Barter. Directory of City of Tucson. 1881.
Cremony. Life Among the Apaches.
Johnson. Hist. of Territory of Arizona.
Bourke. An Apache Campaign.
Browne. Adventures in Apache Country.
Bandelier. Journey of Alvar Nunez Cabeza de Vaca. 1905.
Life and Prophecies of Colomkil.
Lewis. Wolfville Days; Wolfville Nights.

ARIZONA BK. CO.—Continued

Botanical Features of the North American Desert. Smithsonian Inst.
Geographic Mags. Jan., 1929.
Garrett. Billy the Kid.

A. S. ARNOLD, BOX NO. 36, METUCHEN, N. J.
Pisanus Fraxi. All or single vols.
Vies Privees des Douze Césars.
Kipling. Absent-Minded Beggar.
Aldous Huxley. Jonah.
Proceedings Society of Biblical Archaeology. 1902, 1916, 1917, 1918.

ARTEMISIA BK. SHOP, 1186 6TH, SAN DIEGO, CAL.
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Books by Ben Hecht.
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McIlwaine. Toadstools, Mushrooms. 1912.
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Jordan & Evermann. Fishes of N. & Middle America.
Sexual Marriage.
Smith. Through Romany Song Land. 1889.
Journals of the Gypsy Lore Society of England.
Wilson, R. B. Until the Daybreak. 1900; and His Three Books of Poems.

AYRES BK. SHOP, 815 BANNOCK, BOISE, IDAHO
Tongues in Trees. Author unknown.
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Wolf. Goldfish and Other Aquarium Fishes.

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Calhoun. Athenian Clubs in Politics and Litigation. 1913.
United States Compiled Statutes. Compact ed.

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and Cumul. Supplem. Vols. 1, 2. St. Paul. 1918-25.
The Periscope (periodical). Vols. 1, 4, 5. New York. 1925, 1928-29.

W. M. BAINS, 1713 CHESTNUT ST., PHILA.
Ballads and Rondeaux. State ed. & binding.

G. A. BAKER & Co., 247 PARK AVE., NEW YORK
Mather. Refugees of 1776 from Long Island to Connecticut.
Beerbohm, "More." New York. Lane. 1899.
Moore, George. Vain Fortune. New York. Scribner. 1892.
Corvo. In His Own Image. New York. Lane. 1901.

WALTER H. BAKER CO., 41 WINTER ST., BOSTON
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Two Loves.

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Oaks, D. C. Guide to Pike's Peak. Pub. about
1860.
Le Gallienne. Rubaiyat. Lane. 1897.
Beveridge. Life of Marshall. Vols. 3 and 4.
Green cloth. 1919 on title.
Roosevelt. Winning of the West. Vol. 4 only.
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Statutes of Indiana. Revised. 1824.
Whitney. Life on the Circuit with Lincoln.

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S. Colman. Nature's Harmonic Unity. Putnam.

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Frederick. The Market-Place.

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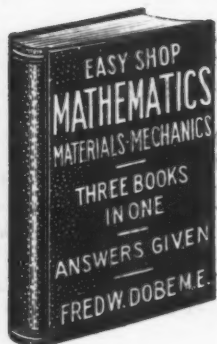
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✿ ✿ ✿ The Bookmaking Department will include an article on Illustration by Lovell Thompson; "The Literature of Fine Books" by Paul Johnston; and "Bulk or Convenience" by B. A. Chesterfield. ✿ ✿ ✿

✿ ✿ ✿ The April 12 issue will contain a group of articles on sporting books. Eugene V. Connett has written on "The Market for Sporting Books." A list of fine books for the sportsman in limited editions has been compiled by Ernest Gee and one of trade

books by Katherine G. Root of Abercrombie and Fitch. ✿ ✿ ✿

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